

BT single-use voucher codes enable exclusive customer acquisition offers



UK communications giant, BT, offers a wide range of home entertainment, broadband and mobile telecommunications packages for householders and businesses. To reach consumers, BT works with affiliate marketing network, Awin, who facilitates sales of BT products through their relationships with global affiliates.

Executive Summary

Pricing competition is fierce for TV, broadband and mobile service providers. To attract new customers, [BT](#) wanted to build exclusive offers for affiliate marketing networks, without cannibalising sales in other marketing channels. Partners like Groupon, Wowcher and Living Social are always supportive of running short-term campaigns with deals for their users with a 50% discount or more. Discounting online products creates a mass-leakage challenge for BT because offers can be shared virally - with no control.

Using [Uniqodo](#), BT launched a set of exclusive propositions, in conjunction with [Awin](#), for these new affiliate partners. Serving secure, single-use codes ensures each offer remains exclusive to that affiliate's user base and protects against revenue losses. The initial two-week test campaign with Groupon resulted in 2,500 sales and has led to subsequent successful campaigns.

Challenge – creating a secure, exclusive offer to reach massive affiliates' user base

BT was looking for new ways to deliver their marketing strategy to reach significant numbers of potential new TV and broadband customers. Working with Awin's affiliate marketing team, BT has successfully offered cash back deals for new customer acquisition but technically were unable to run voucher code promotions. BT knew that generic, multi-use discount codes would cannibalise direct sales and cause significant attribution issues on their systems once shared. To develop exclusive offers for partners like Groupon or Living Social and other voucher code

partners, it is imperative to secure codes and the content, to ensure only the affiliate's audience can benefit.

"We knew Uniqodo well and trusted them to build the product we wanted. When we first saw the overlay visuals for how the Uniqodo system would run on BT.com, we were delighted at how well it was designed - it worked seamlessly. Uniqodo gives BT the functionality to offer exclusive deals. The system creates a content gate, unlocked by a secure, single-use code, which has increased the number of affiliate partners we can work with and broadened the offers BT can publicise. It is extremely simple for the user, who is presented with the new customer sign-up page, once the code is used."

Oliver Mould, Awin

Solution – developing a content gate and single-use discount codes

Awin, who knew of Uniqodo's expertise in delivering secure voucher codes, contacted David and Chris to design and propose a solution for BT. With two weeks of development, Uniqodo built a bespoke system, integrating with BT.com to serve their affiliates' needs and fulfil exclusive offers through a content gate. This makes each offer only accessible with a single-use voucher code, to prevent open sharing. Prior to going live, Uniqodo ran thorough tests to ensure the overlay page and secure codes all worked as expected.

Impact – new PARTNERSHIPS AND 2,500 IMMEDIATE SALES

BT's first exclusive Groupon deal offered half price BT Sport for Sky TV Subscribers, which resulted in 2,500 sales within two and a half weeks of launch, Uniqodo enables BT to design and set up exclusive new offers quickly, to engage new partners or promote other products. Their new affiliate partners can access any number of secure codes and the functionality allows BT to extend or limit customer numbers, or control the total sales value of the promotion.

BT is trialling local offers in specific regions for BT Broadband and Mobile products. They are also working with new partners, Wowcher, Living Social and vouchercodes.co.uk to test and understand their users' appetite for BT offers. BT can react faster to their partners' needs because they have the ability to develop new campaigns or switch them on and off within a few days.

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"The relationship with Uniqodo works really well, for example, they are further developing the creative for our system in conjunction with our team. I'd highly recommend Uniqodo to advertisers who want to lock down their exclusive offers and protect them with secure voucher codes. It's important to develop attractive deals for our affiliates, however, for certain campaigns, we want to develop a much richer offer which can be tracked and controlled via single-use codes; Uniqodo provides a perfect solution for us."

Cai Mullins, Affiliate Sales Manager, BT