

Webtrends Helps Qtel's Virgin Mobile Service Increase Fan Count by 57% in Just 29 Days

OVERVIEW

Qtel's Virgin Mobile Service (QVMS) leveraged Webtrends Social Consulting Services for their Make it Yours 2011 campaign, a contest in which users submitted their photos for a chance to win a Canon 5D EOS camera package. They were interested in growing their fan base organically, while engaging and connecting with their target market on a personal level.

To achieve this goal, Webtrends developed a custom App that pulled photos from Flickr, displayed them in a gallery, and allowed users to search for, vote for, and share their favorite photos via Facebook and Twitter from a single tab on the QVMS fan page.



Over the course of the campaign, QVMS saw a **57% increase in fan count in just 29 days**. Even more impressive was the dramatic growth of engagement among users, evidenced by the **sustained 263% increase in daily likes and comments** on the QVMS page.

GROWTH AND ENGAGEMENT

Prior to the Make it Yours campaign, **users returned** to the QVMS page **an average of 1.2 times daily**. During the campaign, fans returned to the page **an average of 3.6 times daily**. This

was a dramatic increase indicative of a content, but what's impressive is that the **daily comments also increased by 53%**, which aligns with the 57% increase in fan count over the course of the contest.

The Make it Yours App not only interested users enough to keep them returning to the page, but it engaged them to post and comment outside the tab. This is beneficial because users posting and liking content increases Post Quality Score, stream impressions, and EdgeRank. These are all vital ingredients to a powerful Facebook presence that not only attracts new fans, but has the ability to touch fans often and nurture them into conversion, as seen in this campaign with a **conversion rate of 60%**.

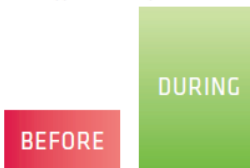
* Average daily likes and comments from the week after the campaign's end compared to the week before the launch.

IMPACT ON OTHER CHANNELS

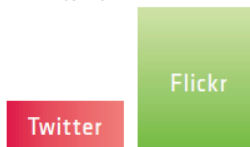
QVMS wanted to tap into Qatar's creative community on Flickr and activate this younger, hip audience to engage with the brand on Facebook. They were particularly interested in the campaign's impact on other channels and the effectiveness of their choice to use Flickr as the contest's point of entry.

Webtrends realized their goal, and provided post-campaign analysis to illustrate the campaign's significance and success.

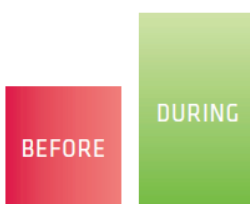
Inbound traffic direct from Twitter buzz



Inbound traffic from Flickr vs. Twitter



Search engine to traffic to the QVMS Facebook



- **239% increase** of average daily inbound traffic from links on twitter during the Make it Yours campaign.
- **Flickr.com generated 303% more traffic** during the campaign than on Twitter, which was already up 239%.
- **262% increase of average daily inbound traffic** to the QVMS page from search engines during the Make it Yours campaign.
- In the week after the App was removed from the page, average daily **inbound traffic from Google to the QVMS page was 76% higher than it was before the contest.**

INCREASED PAGE VALUE

The week prior to the Make it Yours campaign, QVMS content received an average of 49 stream impressions daily. In the week after the campaign ended, QVMS content received an average of 113 daily stream impressions. **This was a sustainable increase of 131%.**

At a \$2.00 CPM, the QVMS page generated about \$98 of earned media a day prior to the Make it Yours campaign, and now generates almost \$226 daily. Annualized out, the **QVMS page was worth \$35,701 in earned media before the contest. It is now worth \$82,540.**

About Webtrends Inc.

Webtrends is the global leader in mobile and social analytics. We help marketers create, measure and improve campaigns for more than 7,000 leading brands including: The New York Times, Microsoft, BMW, RIM, China Telecom, China Mobile, CCTV, Tencent QQ, Hitachi, The Associated Press, HSBC, Barclays, Vivo Cellular and Petrobras. Our leadership extends beyond the web analytics industry we founded to the measurement, optimization and integration of all digital content and customer intelligence, including web sites, social media, mobile and paid-search advertising. Webtrends is a registered trademark of Webtrends Inc. in the United States and other countries. All other trademarks and registered trademarks are the properties of their respective owners.