

## SUCCESS STORY

## Pepephone

New client acquisition through Amazon Advertising

## CLIENT

Pepephone is a Spanish Mobile Virtual Network Operator (MVNO) with more than 500,000 clients.



9K  
NET-NEW CLIENTS

+94.5M  
IMPRESSIONS

3.4M  
WEB VISITORS

## OBJECTIVE

The objective of Pepephone was to acquire net-new clients to their services.

## STRATEGY

Amazon Advertising offers marketers the opportunity to reach potential customers at multiple stages of the purchase funnel. Adglow developed a full funnel media strategy to increase awareness of Pepephone's products in Spain and acquire new clients. Based on the typical customer journey, Adglow's Amazon Advertising experts deployed the following strategy:

In the awareness stage, created impact through digital display ads placed on Amazon using key segmentations derived from the historical study of Pepephone's existing customers, and discovered new potential audiences through Amazon's audience discovery tool.

It gives advertisers the opportunity to use Amazon's powerful targeting to reach users based on their purchase history, recent purchase intent, and shopping patterns.

In the conversion and remarketing stage deployed retargeting to users who had already engaged with the campaign during the awareness phase, with link out image and video ads. We also built a new lookalike audience to target and convert similar users to those who showed high interest or converted.



*"Being a mobile-first brand, Pepephone has had in Adglow the perfect partner to reach its target audience. A proactive agency, always looking for new and creative ways to reach our goals."*

Pepephone Digital