BUSINESS CHALLENGES
Cox needed an all-in-one platform they could rely on to elevate engagement, increase monetization, and boost feature adoption in their app a marketing and customer engagement solution that could meet the evolving needs and expectations of today's digital-first world.

THE SOLUTION
Cox Communications chose Swrve to identify, interpret and anticipate the needs of each individual customer in real-time, delivering better, not more, customer touches. This approach to delivering real-time relevance can be seen across a number of active Cox campaigns.

USING SWRVE, COX HAS BUILT AND SENT:

- **TARGETED, WELL-TIMED PUSH MESSAGING**

  **Paperless Billing Campaigns:**
  Push notifications sent weekly to inform active users of paperless billing options during optimal times of engagement.

  **Bill Reminder:**
  Push notifications sent to alert customers when a bill is due to help them avoid late payments.

  **Refer a Friend Campaign:**
  A one-time push notification that sent to encourage users to refer their friends to Cox in exchange for a discount on their bill.

  **Voicemail Feature Reminder Campaign:**
  Push messaging sent to remind customers of an underutilized tool in the app: their voicemail feature.

  **Game of Thrones Announcement:**
  A one-time reminder sent to customers who had previously watched Game of Thrones (GoT), alerting them that the series was premiering that night (also promoted their DVR product feature).
THE RESULTS

MORE OPT INS AND INCREASED ENGAGEMENT

3.5x increase in paperless billing opt-ins

5% engagement rate on the "Refer a Friend" campaign

VALUABLE BOOSTS IN FEATURE USAGE

10% increase in overall usage in the voicemail feature campaign

GoT announcement generated a 220% increase in DVR reminder usage and a 90% increase in DVR recorder usage

Cox is the largest private telecom company in the U.S., with $11 billion in annual revenue. Cox connects 6 million residential and business customers to the things they care about most via advanced digital video, internet, phone and home security and automation services.

Svrve is the marketing and customer engagement platform that helps leading brands confidently scale communications over millions of customers in real-time. A Gartner Magic Quadrant for Mobile Marketing Platforms leader, Svrve is currently installed in 3.5 billion apps worldwide and processes 14 billion events daily.

www.swrve.com