



Mobile goes from 0% to 10% of total digital sales for Time Warner Cable in first three months of mobile acquisition campaign



About Time Warner Cable

Time Warner Cable Inc. (NYSE: TWC) is among the largest providers of video, high-speed data and voice services in the United States, connecting more than 15 million customers to entertainment, information and each other. Time Warner Cable Business Class offers data, video and voice services to businesses of all sizes, cell tower backhaul services to wireless carriers and, through its NaviSite subsidiary, managed and outsourced information technology solutions and cloud services. Time Warner Cable Media, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions. More information about the services of Time Warner Cable is available at www.timwarnercable.com, www.twcbc.com, www.navisite.com, and www.twcmedia.com.



About Leapfrog Online

Founded in 1995 in Chicago, Leapfrog Online pioneered the digital direct marketing category and continues to be a leader in the field. By focusing on six key industries, Leapfrog Online applies deep domain knowledge and expertise to build targeted, closed-loop digital solutions and proven results. www.leapfrogonline.com

Background

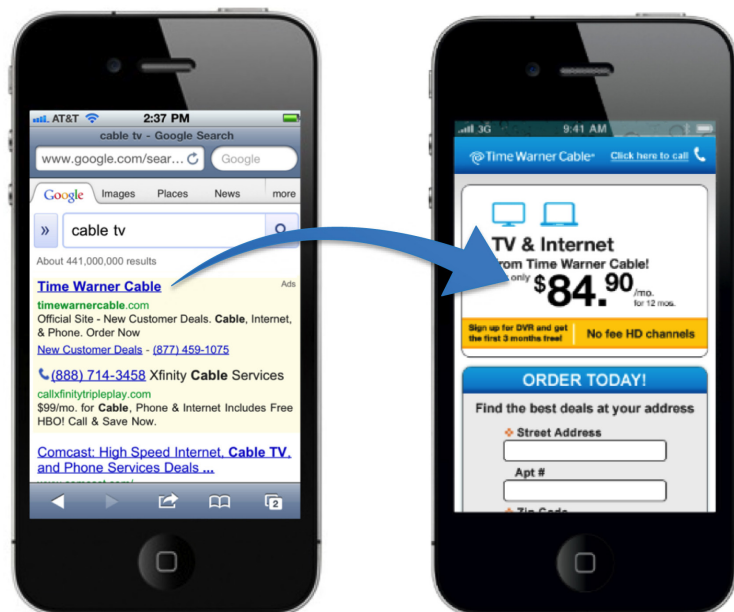
As a leading provider of digital voice, video and data services, Time Warner Cable has built a reputation, both in its industry and among its consumers, for remaining ahead of emerging technologies and digital trends. With the fast growing adoption of smartphones and tablets, Time Warner Cable recognized an opportunity to innovate through mobile, and implemented a mobile strategy in late 2011 designed to better engage and respond to consumer interest, engagement, and feedback. Time Warner Cable turned to digital partners Google and Leapfrog Online to build a mobile strategy that would demonstrate quick impact, results, and innovation. When Time Warner Cable launched its first corporate mobile sales initiative in September 2011, the company questioned whether mobile could deliver new customers instantly, or whether it would primarily be a channel used to educate consumers and customers and influence later sales. The answer came quickly and positively.

As an experienced leader in digital marketing, Leapfrog Online knew that if Time Warner Cable's mobile channel was managed in the context of a consumer-focused, integrated, end-to-end sales program, Time Warner Cable would find a significant new audience of customers seeking to purchase products and services via mobile.

"We did our homework up-front and committed to delivering the right experience for mobile shoppers - from the minute they interacted with the Time Warner Cable brand all the way through to purchase," shares Cass Baker, Executive Vice President of Leapfrog Online and head of the agency's telecommunications practice.

Approach

Together, Time Warner Cable and Leapfrog Online built an integrated, end-to-end mobile strategy that identified the right mobile media buying opportunities and then linked interested consumers to a rich, mobile-focused ecommerce experience. Keys to success entailed understanding the target consumer segments, and creating the right mobile-optimized experience to match their needs. With



Leapfrog Online's guidance, Time Warner Cable did this by building a mobile-optimized website that deployed strategic functionality specifically for mobile, allowing users to order services right from the mobile website. The new mobile website incorporates the latest best practices such as concise and condensed information, the prioritization of key calls to action, and simplified screen layouts optimized specifically for the mobile screen. Time Warner Cable then created distinct user experience paths to streamline the customer experience based on whether they were looking to purchase service or receive customer care, driving users to separate mobile experiences with separate dedicated call centers for each. Leapfrog Online continually monitored the campaign with integrated mobile media and call center tracking, constantly adjusting budgets, key words, and even call-center staffing to match the ebb and flow of consumer demand.

Time Warner Cable also recognized that customers with more complex questions or those who preferred a personal touch were more likely to convert over the phone. In addition to promoting their mobile website with search ads, Time Warner Cable added a click-to-call search extension to enable customers to call Time Warner Cable easily and directly from their mobile devices. Leapfrog Online managed and optimized Time Warner Cable's call center to ensure that all mobile customers were handled efficiently and optimally, be it online or via the call center.

Recognizing the higher expectations around real-time service and delivery from mobile shoppers, Leapfrog Online staffed the call center in real time to adjust to call volume and ensure all calls were picked up in less than thirty seconds. Additionally, the call center was built and managed to instantly filter calls to either customer service representatives or sales representatives, ensuring that the "conversations" initiated via mobile were carried seamlessly into the telephone calls.

By letting mobile demand – and not budget – dictate mobile spend and call center staffing decisions, Time Warner Cable saw mobile sales grow from roughly 0% of total online sales to over 10% in the first three months of program's launch, with numbers continuing to grow each month.

Results

In just weeks, Time Warner Cable delivered a brand new channel that now accounts for over 10% of all online sales. As their mobile channel continues to grow month-over-month, looking forward Time Warner Cable plans to expand its efforts into the mobile channel and garner even more success. Key insights and results include:

- Approximately 50% of Time Warner Cable consumers sought to complete an order for voice, video and data on a smartphone when given the opportunity
- Approximately 3% of overall digital traffic has been mobile
- Over 10% of total digital sales are driven by mobile with growth of 20% month-over-month
- 30% reduction in cost per acquisition and a 3x increase in conversion rate as compared to desktop, despite continued strong desktop numbers

"As long as mobile customer growth is ROI positive, we will continue to invest in expanding our mobile channel" says Rob Roy, Vice President & GM, eCommerce & Interactive Marketing at Time Warner Cable. "So far we've continued to see nothing but upside to mobile. We haven't come close to seeing the limit of mobile's value as a strategy for driving new customer revenue, as well as improved customer service, both in terms of quality and efficiency. We're committed to continuous innovation and investment in mobile marketing."

