CASE**STUDY**

BTBUCKETS®

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Tel3 optimized conversion process with a behaviorally targeted home page.
Tel3 is a pre-paid long distance phone service accessible from anywhere in the continental U.S. to almost anywhere around the world.

Founded in 1994, Tel3.com is a facilities based telecommunications company with proprietary network infrastructure that provides the lowest long distance rates in the market.

Tel3's site architecture is designed to persuade users to purchase the company's pre-paid long distance services.

CHALLENGE
Tel3 wanted to target visitors based on interest to provide relevant content.

The online purchase cycle for pre-paid long distance involves a research phase where prospects visit various sites to compare prices. Besides offering competitive rates, sites want to differentiate their webpresence by creating emotional cues with the anonymous users.

> "In our case, it is very beneficial for us to target visitors based on their interest so that we can provide relevant content for them."

As a product with practically no switching costs, and few feature differentials (despite price) Tel3 focused on prospect engagement, trying to reach an emotional connection during the research phase.

RESULTS
Conversions improved by 136% in the first three months after the BTBuckets behaviorally targeted home pages was implemented.

> "About the case, we did not do a specific MVT with website optimizer just for btbuckets, but based on GA tracking, the conversions improved by 136% in the last three months since we started implementing the btbuckets system."
> *Burak Ozan - VP of Marketing*, Tel3

IMPLEMENTATION

Without depend on IT development, Tel3 created behavioral buckets to segment users based on what country these users wanted to buy calling cards. By simply customizing two images on the home-page based on segments (the remaining content remains the same), Tel3 created custom messages to these audiences.

The original non-segmented home-page:

The segmented version, for users who selected Brazil as a destination country:

Therefore, if users arrived from search engines (such as Google) and/or selected the country they are calling to, BTBuckets clustered these users and personalized the content. But along with the customized interface, Tel3 also calculates on the fly the rate breakdown based on the user bucket. Therefore, Tel3 with BTBuckets offers all the information necessary for decision making on the homepage.

Notice the customized hello message in Portuguese from a picture of a Brazilian, with the national flag waiving the rate to Brazil. Tel3 has achieved to create a communication that affects the visitor.

Nothing like a personal greeting in your own language with images that bring back memories from home.

The simplicity of creating segments (with simple rules) and target to the right audience was the key factor to generate great results on Tel3's home page.

"I want to thank you first to have developed such a simple and yet comprehensive tool and manage to do it for free." *Burak Ozan* - ***VP of Marketing***, Tel3

ABOUT BTBUCKETS
BTBubckets offers free on-site segmentation and behavioral targeting.

For more information, visit:
www.btbuckets.com