



Rokt platform drives 64K referrals for television company

THE OPPORTUNITY

An Australian pay television company worked with Rokt to launch a phone referral campaign to acquire new customers.

ROKT SOLUTIONS

Rokt presented consumers offers during the post transaction period, inviting them to receive a call to learn more about the company's services. Rokt paired unique creative with seasonal content and incentives to drive opt-ins and used a double opt-in process to fuel conversion. To help nurture customer relationships, Rokt also sent consumers SMS and email confirmations.

THE RESULTS

64K

Referrals

\$5

Average CPL

1 in 20

Conversion
Rate

“As one of our top lead-producers, Rokt provides the flexibility we need to handle our acquisition requirements, no matter how large or small.”

- Marketing Manager