

# Telecommunications

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Modernizing a Legacy Media & Telecom Growth Model

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DMA: Mid-Atlantic

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## THE ISSUE

A regional telecommunications and media provider faced increasing competition from national carriers and streaming platforms.

Traditional acquisition channels were producing diminishing returns, while digital engagement strategies lacked cohesion.

Customer acquisition costs were rising. Churn visibility was limited. Cross-sell and upsell efforts were under-leveraged.

Leadership needed modern growth architecture without abandoning existing revenue channels.

## THE STRATEGY

II led a digital transformation initiative focused on retention, segmentation, and predictive engagement.

The plan included:

- Behavioral segmentation by service type and tenure
- Lifecycle marketing automation for retention and cross-sell
- Paid media refinement around high-margin services
- Attribution modeling tied to subscriber acquisition and churn
- Integration of analytics across broadband, media, and promotional channels

We shifted from broad promotional messaging to targeted customer lifecycle engagement. The focus was not just acquisition — it was lifetime value.

## THE OUTCOME

- Improved subscriber acquisition efficiency
- Increased cross-sell rates
- Lower churn through proactive lifecycle engagement
- Clear LTV visibility across service lines
- Stronger ROI on digital investment

Marketing moved from campaign cycles to growth infrastructure.

## TESTIMONIAL

“John modernized how we approach subscriber growth. He helped us connect acquisition, retention, and lifetime value into one measurable framework. We improved cross-sell performance, reduced churn risk, and gained clarity into the true ROI of our digital investment. His work strengthened both top-line growth and long-term customer value.”