

CASE STUDY

How Digicel Samoa Attracted 20% More Subscribers with Brand Campaigns Backed by Ookla[®]

Introduction

Digicel provides telecommunications services to the island of Samoa, where there are just over 200,000 residents and two leading mobile operators. In a winner-takes-all market, it's vital to capture the trust and loyalty of your subscribers. When the competing operator started offering less expensive plan options, Digicel needed to retain subscribers by showcasing their superior network performance to both existing and prospective customers.

As part of their mission to be the very best in delivering digital services, experiences, and connectivity, Digicel has been continuously improving their network performance. As a result of these efforts they were awarded the Speedtest Award[™] for Fastest Mobile Network Operator during Q1–Q2 2022. Digicel licensed this Speedtest Award for use in their brand campaigns to help promote their superior network and build consumer trust.



"As the provider of the fastest network in Samoa, we wanted to raise consumer awareness of our superior network performance. Backing our campaigns with validation from Ookla led to greater customer loyalty and engagement."

- Harpreet Bhullar, Chief Operations Officer at Digicel Samoa



Increased net new subscriber adds by 20% Reduced subscriber churn by 1.5% month-over-month



Increased monthly data usage per subscriber by 15%

Situation

For an operator to win consumer trust, it's important to be able to back claims about your network with verified third-party data. Digicel wanted Samoan consumers to know they could expect the best performance on their network — and for their brand and marketing campaigns to be verified by a source that consumers recognize and trust.

Digicel leveraged independent, verified third-party data from Ookla[®] to back their claims and inform customers they have the fastest network in the market — and to attract subscribers from their rival operator.

Solution

Digicel Samoa licensed the Speedtest Award for Fastest Mobile Network Operator during Q1–Q2 2022. To win this award, Digicel achieved a Speed Score[™] of 25.34, based on real-world network performance results measured by consumers using Speedtest[®]. By licensing Speedtest Awards, operators have the right to make definitive, verified claims about the superiority of their network in a given market.

Digicel Samoa launched a brand campaign showcasing their Speedtest Award, including digital advertising, social media advertising, and out-of-home advertising at retail outlets.



Digicel's campaigns drew parallels between peak physical performance and network performance. The sports selected had meaning as well: fire dancing and paddling are popular sports in the Pacific Island countries and are rooted in Samoan history as sports practiced by warriors. With the broadest consumer recognition in the test and measurement industry, the Speedtest brand reinforced these claims and informed consumers that Digicel's marketing was based on real-world network performance tests.

Outcome

Through their campaign, Digicel increased brand awareness and customer engagement across the island of Samoa, attracting new subscribers and seeing increased data usage by existing subscribers. By backing their ads with the Speedtest brand, Digicel leveraged the consumer trust that comes with Ookla's decades of experience measuring and reporting on the state of global networks.

As a result of the campaign, Digicel increased net subscriber adds by 20% and reduced monthly customer churn by 1.5%. Their customers have also taken advantage of the superior speeds Digicel offers, utilizing 15% more data per month.

Operators across the globe capture real benefits — including increased market share, reduced customer churn, better loyalty and engagement, and improved brand perception — by backing marketing campaigns with Ookla's validated third-party data.