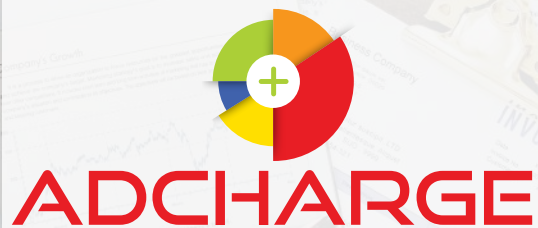


# AdCharge Implementation by Bluee



Bluee



# Background



Bluee is a quality mobile calling application developed for cross-platform usage on both iOS and Android mobile operating systems. It can be downloaded for free on the App Store and Google Play Store.

Designed to provide international calls and text messages at cheap rates, Bluee app also helps users to easily top up their prepaid mobile services balance no matter where they are in the world.

Bluee subscribers are mainly located in the USA and UK, but most of their in-app calls are distributed between India, Mexico and Nigeria. The app is developed by AVT Mobile, a US-based company with a head office in New York.

# Challenge

Being aware of the global trends that influence and revolutionize many industries, the Bluee team saw the potential of displaying ads with in-app calls. The main objective was finding an integrated business and advertising model to get them ahead in the voice-over-IP market. However, they were not only looking for more profit and higher numbers of connected calls. They aimed for retaining current customers, attracting new ones and increasing their customer loyalty rates in general.

Competition in the telecommunications industry is very intense, there are many international calling apps and mobile dialers, and Bluee wanted a solution to help them stand out and distinguish the company from competitors.

# Solution

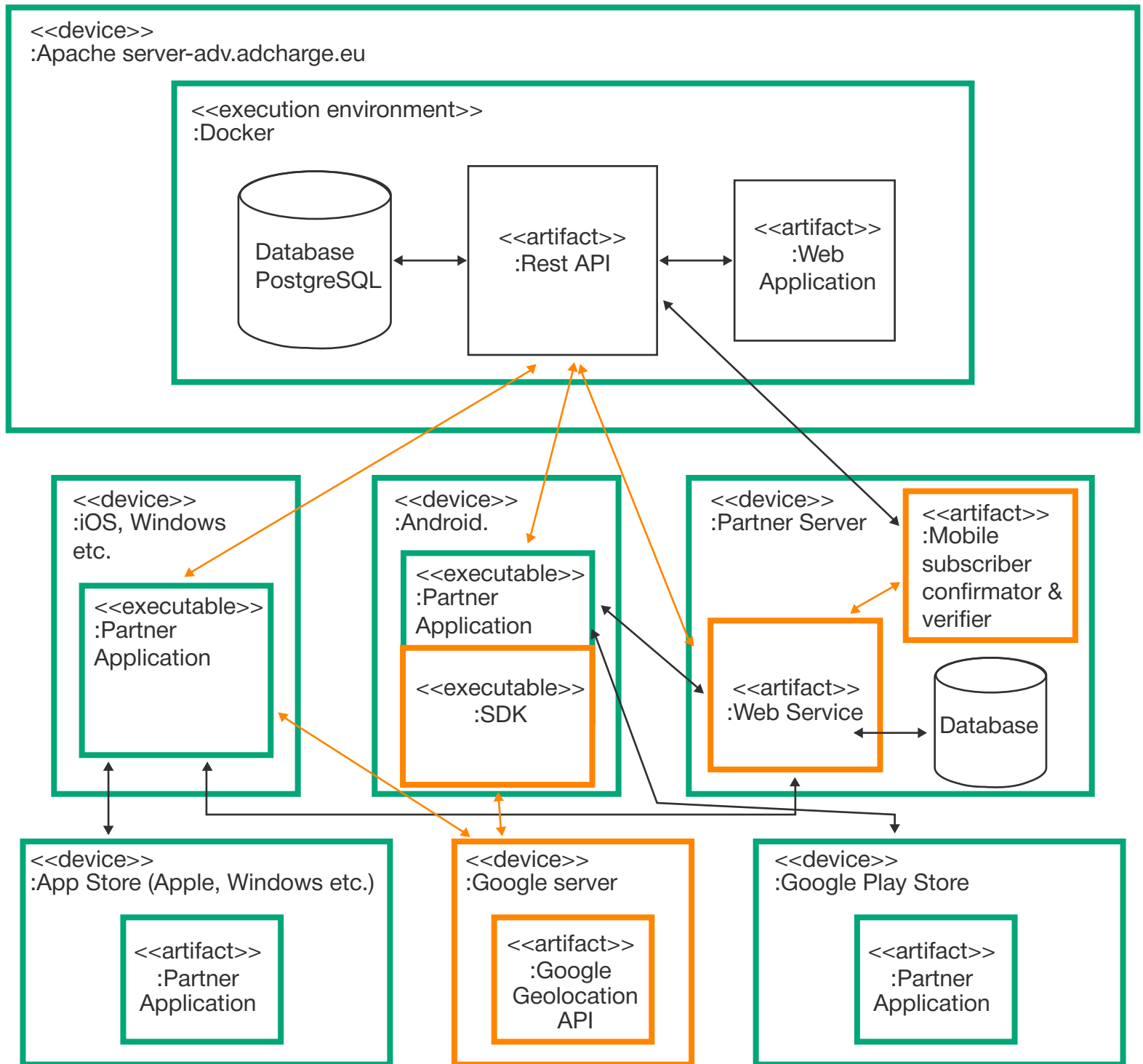
AdCharge grabbed the attention of Bluee management team, because it provides telecom companies with a unique subscriber benefit program. Being end-user oriented, the media platform takes into account subscribers' interests and displays on their mobile phone screens only ads relevant to their preset settings. The full-screen banners are shown with incoming/outgoing calls and users receive bonuses to their mobile accounts after each interaction they have had with an ad, be it views, clicks, installs, etc.

Since Bluee had its own mobile application, AdCharge was integrated directly into the Bluee app. Therefore, subscribers did not have to download and install the AdCharge app separately. The integration process went smoothly and was complete for less than a week.

During the integration process AdCharge developers established a connection between the Bluee app and AdCharge server (Fig. 1). All elements marked in orange indicate the procedures that were specifically applied in relation to the integration.

Figure 1

After the Bluee app was updated with the new AdCharge features, users immediately began seeing ads before and after their outgoing in-app calls.



# Results

By deploying AdCharge to their network Bluee managed to modernize its mobile services and make them more relevant to customers living in today's digital world. Initially, the service was enabled for 40% of Bluee's subscriber base that were located in the USA, mostly in New York, California and Illinois, to see how well it would be accepted by the users. According to the data collected, during the test period more than 400 000 ad impressions were received. User feedback was positive and subscribers confirmed that they saw well-targeted ads. This explains why the CTR was above the average industry value. There were almost no dislikes of ads.

The next step is currently in progress: deploying AdCharge to the whole Bluee subscriber base with advertisements having an average of 6 daily impressions per user. The monthly ARPU has increased by \$0,5 and is expected to continue rising on the long run.

Moreover, active users reported that they can cover a significant part of their monthly bill with the bonuses they have received in their account. This explains the high retention rates Bluee are noticing since integrating AdCharge into their app. There has also been a significant boost in customer loyalty and brand trust – another main reason for AdCharge implementation.