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**ho. Mobile** is the smart mobile virtual network operator (MVNO) for the Italian market. Thanks to its simple, clear and compelling offers it has more than 2.6 million users.

## CHALLENGE

Fanplayr operates **two different strategies** for ho. Mobile. They both target undecided and low-intent users who look like they are about to abandon the site before and after starting the conversion funnel.

For users who have not started the conversion funnel, the Fanplayr widget delivered an **engagement rate of 4% and a post click conversion rate of 2.5%**, despite the fact that these users were identified as low intent based on their behaviour. Users who have started the conversion funnel and are demonstrating low intent, receive an economic incentive that they are entitled to once the purchase process is complete. Fanplayr in this case only **targets 7% of those users commencing the process**, of these users engaged, **36% complete the transaction process**, with a **redemption rate of 38% on the promotion code**.

4%

ENGAGEMENT  
RATE

2.5%

POST CLICK  
CONVERSION RATE



## RESULTS

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With Fanplayr we now have a solution that not only enables us to understand real time user behaviour, but also to engage them with personalized on-site interactions, thus enabling personalized customer journeys with consistent tailor-made messages that keep the consumer motivated and willing to convert

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**Domenico Riva**

Customer Experience & Customer Operations Manager



Understanding the behavior of our users through a timely analysis of the data collected and studied by Fanplayr has allowed us to improve our acquisition and engagement metrics interacting with a previously untapped cohort of users who are already on the site but are struggling to find their way. Offering everyone dedicated messages to convert linked to a certain behavior has led us to increase our outcomes

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**Alessandra Avarista**

Digital Marketing & eCommerce Manager

Fanplayr is a global leader in e-commerce and websites behavioral data, using machine learning and AI to enable businesses to increase conversion rates and revenue, collect more leads, and retarget visitors. Fanplayr is headquartered in Palo Alto, California with offices in New York, Buenos Aires, Mexico City, Milan, London, Amsterdam, Sao Paulo, Melbourne and Tokyo.

**Book a demo at [fanplayr.com](https://fanplayr.com)**