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VIEWQWEST SINGAPORE
INTERNET SERVICE PROVIDER

HOW WINDSOR.AI HELPED REDUCE THE COST PER SIGN-UP BY 48%

BACKGROUND

ViewQwest was founded in 2001 as an Internet Service Provider (ISP) providing connectivity solutions for businesses. In January 2012, it began offering fibre home broadband to the residential market. To date, the company prides itself as an innovative ISP that pioneered the removal of restrictive industry practices like international bandwidth caps and traffic shaping. At the same time, it continues to implement best practices such as latency-based routing, ensuring that subscribers get exactly what they pay for - ultra-fast internet access.

ViewQwest is currently operating in Singapore, Malaysia, & Philippines. It is also recognized as the Fastest ISP in Singapore since 2016 and winner of Ookla's Speedtest Awards for Fixed Network for 2 years running.

**ViewQwest
at a glance**

- Founded in 2001
- Boutique internet service provider for business and consumer markets
- Fastest ISP in Singapore
- Operates in Singapore, Malaysia, & Philippines.
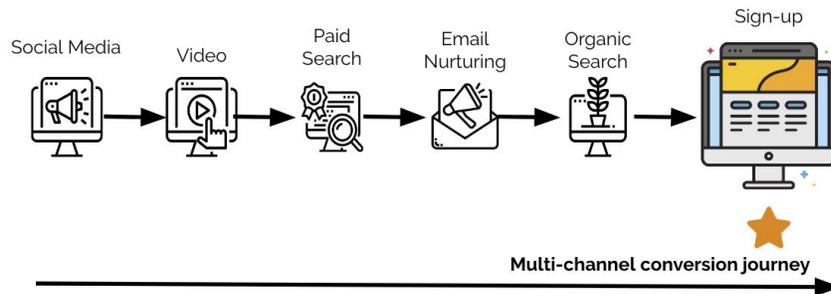
CHALLENGE

For ViewQwest it was impossible to understand the whole customer conversion journey all the way from the first interaction to sign-up. In the ISP industry journeys tend to be long, advertising is happening on multiple channels such as display, social, affiliates and search.

Key decisions were done on a last-click attribution model. An additional challenge was that each ad platform provided an own attribution model, which effectively duplicated conversions.


Social Media → Video → Paid Search → Email Nurturing → Organic Search → Sign-up

Ad platform attribution   Ad platform attribution   Last-click attribution

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SOLUTION

1. Firstly each touchpoint of the customer journeys were captured for a few weeks

2. The data was modelled and credit was given to each touchpoint using an algorithmic model

Journey 1: Facebook - AdWords- Website - CONVERSION
Journey 2: Facebook - END
Journey 3: AdWords – Website - END
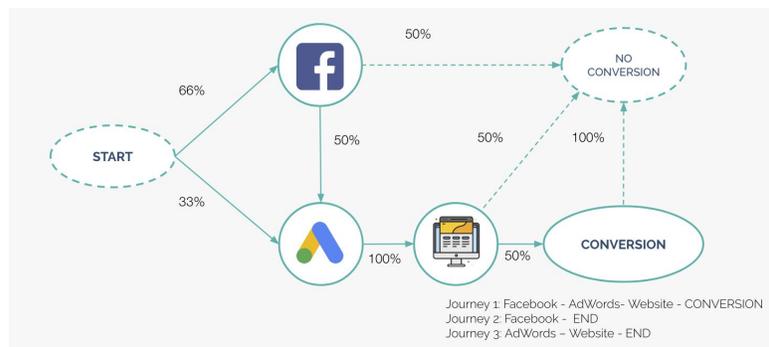
3. Automated actions were taken on the budget allocation across channels which resulted in a heavily decreased acquisition cost

Thanks to this, ViewQwest was able to optimise their customer acquisition efforts and only spend money on what matters, cutting back spend on irrelevant keywords and assets, while increasing spending on the converters.

Results

Sign-ups were increased by more than 45% and the cost per sign-up was reduced by 48%

"Understanding the customer journey vis a vis our digital marketing investments has been a big challenge." said Jurist Gamban, Chief Marketing Officer at ViewQwest "With the help of Windsor.ai we were able to evaluate channel efficiency and execute budget optimisation measures that resulted in an increase in sign-ups by more than 45% while reducing CPA by 48%, thereby maximizing our investments."