



# M-NET ENGAGES CUSTOMERS, BOOSTS SALES WITH EMAIL MARKETING CAMPAIGN

Although free, M-net's Basic offering is extremely valuable due to its link to marketing opt-in, which significantly increases the potential for marketing campaign success.

**Company name:**

M-net

**Industry:**Telecommunications  
provider**Country:**

Germany

**Solutions from F-Secure:**F-Secure SAFE,  
F-Secure KEY

M-net is a regional telephone and internet provider based in Munich with a 20-year history of serving customers. As Bavaria's leading provider of fiber-optic based services, M-net supplies quick, reliable communications technology.

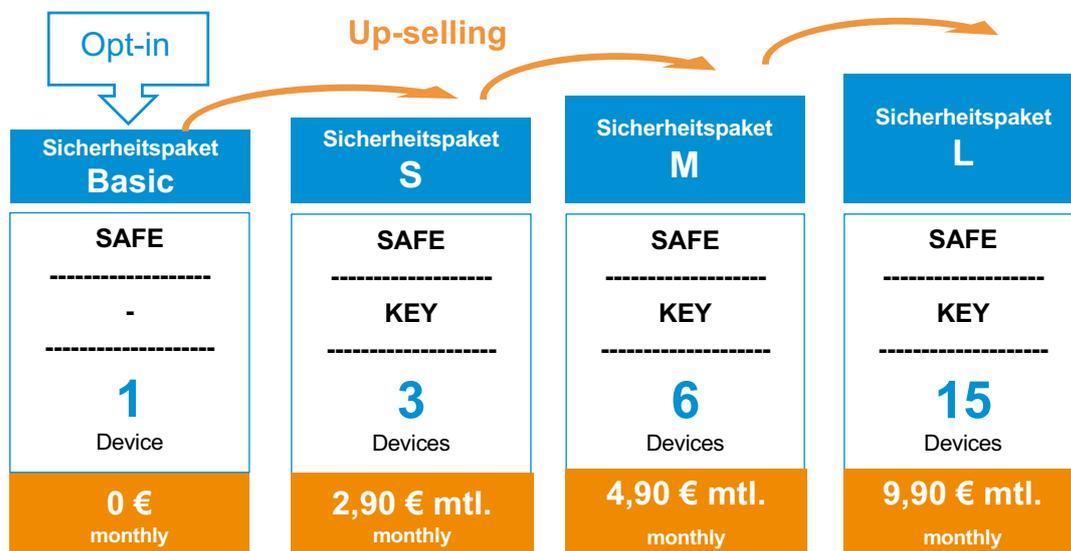
# BACKGROUND

M-net offers its customers two types of security packages. A free-of-charge Basic package is provided to all customers who opt in to marketing communications. This includes a one-device license for F-Secure SAFE, with its comprehensive protection features for browsing, banking, antivirus, family rules and device locator. Customers who upgrade to a paid Premium package receive the F-Secure KEY password manager in addition

to SAFE. Premium packages are available in small, medium and large options, for three, six and 15 devices respectively.

To boost sales of its Premium offering, M-net ran a January 2020 campaign. The campaign also aimed to expand M-net's base of marketing opt-in customers with the Basic package.

## Try & Buy: Freemium plus Premium for varying customer needs

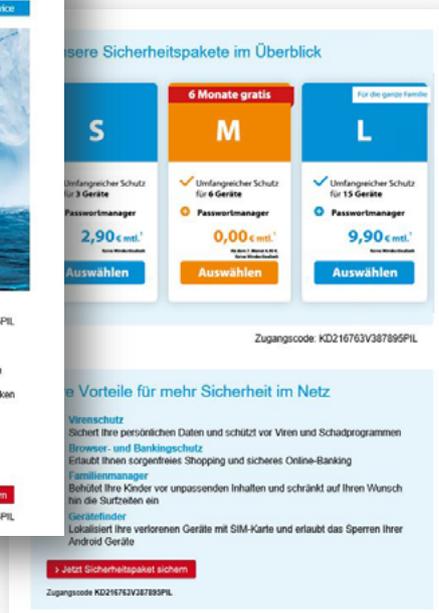


## THE CAMPAIGN

Three or four times a year, M-net uses email, postcards, or phone calls to contact its customers who don't already have a security package. For the January 2020 campaign, M-net opted to use email, which was sent to the inboxes of 92,000 customers.

The email primarily promoted M-net's three Premium packages, with a special six-month free offer for the

medium package. M-net sent the first email in mid-January and a follow-up reminder seven days later. In addition, three days after sending the first email, M-net dispatched a "non-opener" email to customers who hadn't opened the first email. Recipients of the non-opener email also received a reminder email seven days later.



M-net's initial email achieved a high open rate of 27.5%, and a click rate of 1.4%. The reminder email sent a week later saw slightly lower rates, with an open rate of 24.35% and a click rate of 1.23%.

Telesales and online accounted for the most important campaign response channels. Other possible response channels included M-net shops, M-net sales partners, and direct sales.

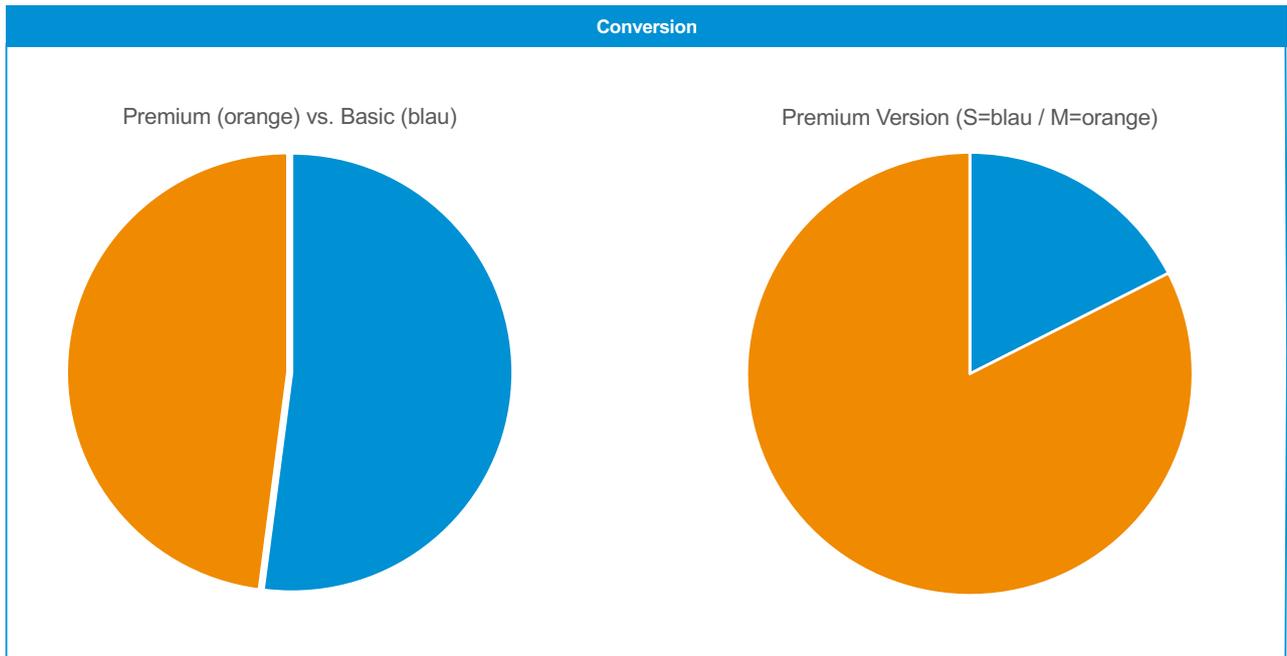
## THE RESULTS

Of converted customers, nearly half signed up for the Premium package. Around 80% of these Premium customers chose the special offer medium package, while the rest purchased the small package.

The balance of conversions, or slightly over half, were to the Basic package. Although free, M-net's Basic offering

is extremely valuable due to its link to marketing opt-in, which significantly increases the potential for marketing campaign success. M-net also actively promotes the Premium offering to Basic customers, increasing the likelihood of future conversions from Basic to Premium.

# RESULTS (BASIC VS. PREMIUM)



The email campaign increased M-net's Premium customer base, and by boosting the numbers of signups for the Basic package, increased the reach of opt-in marketing campaigns. The campaign proved to be

successful overall in engaging existing M-net customers, motivating them to take action, and boosting marketing prospects and security sales.

## ABOUT F-SECURE

Nobody has better visibility into real-life cyber attacks than F-Secure. We're closing the gap between detection and response, utilizing the unmatched threat intelligence of hundreds of our industry's best technical consultants, millions of devices running our award-winning software, and ceaseless innovations in artificial intelligence. F-Secure shields enterprises and consumers against everything from advanced cyber attacks and data breaches to widespread ransomware infections.

F-Secure's consumer solutions combine router security and endpoint protection into one easy, intuitive experience for your customers. The unique combination of award-winning products, our world-class Consulting Services - supporting the entire customer lifecycle - and our deployments built for operators, is what makes F-Secure an excellent fit for the Service Provider channel.

[f-secure.com/operators](https://f-secure.com/operators)

