



## Orange ES Case Study

### Services provided:

- Mobile site creation
- Feed creation
- FeedCreator

Established in Bristol in 1994, Orange was the fourth company to move into the UK mobile marketplace, becoming the youngest company to enter the FTSE 100 in 1996. Orange ES was originally known as Amena in Spain until it was bought by France Telecom in 2005 and it is now the third biggest mobile phone network in Spain, with more than 13 million customers.

### The Plan

FusePump and Orange ES began working together in June 2012 after Orange ES decided to develop their existing mobile site, which originally showed only a few of their products. The Orange technical team, who were in charge of handling the mobile site, wanted to increase the number of sales through this channel, but to achieve this needed to display a broader selection of their product inventory.

Orange knew that to achieve their marketing goals they would need an XML feed and FusePump offered the high-quality data feeds that would make Orange's mobile marketing straightforward and their mobile site more effective. The feeds produced by FusePump would enable Orange's product information to be available in a mobile compatible format.

FusePump would extract the product data directly from Orange's parent e-commerce website so that the entire Orange product inventory could be powered into the m-commerce site to create an effective [product-driven mobile site](#).

### The Process

FusePump created an XML feed for Orange that had all of the mobile contract information, with a view to increasing the number of site registrations. Once this was built, the Orange technical team implemented the feed into the mobile site using the FusePump FeedCreator. Once this was complete the mobile site was able to show the entire range of Orange products.

By implementing the FeedCreator, it becomes much simpler to showcase products by specific attributes and features from within the Orange feed. This means that the consumer can search more easily within the mobile site, e.g. browsing products by brand, tariff or contract length.

### Results

In the time that they have been working with FusePump, Orange have seen their **mobile site registrations increase from just over 2% to 7%** and they are now extending their contract with FusePump based on the positive results that have been achieved so far.

"Before working with FusePump, the Orange mobile site was unable to display its entire range of products. Working with FusePump has allowed us to enhance our mobile site and we are now able to offer the entire Orange product inventory to our customers. The difference this has made is clear from **the 250% increase we have seen in the number of registrations**. As we continue our relationship with FusePump, we are hoping to improve the conversion rate further." ~ Estibaliz Padilla Sánchez, General Manager, Orange