

VOXI boosts sales by +307% and secures new Gen Z customers with a **UNiDAYS** partnership

## The Challenge

With a need to build brand awareness with students, VOXI recognised it needed to connect with this audience where they felt most comfortable, on a platform they trust. **UNiDAYS** was uniquely positioned to deliver on this challenge, head-on.



## The Solution

UNiDAYS produced an awareness-focused video series showcasing students from rival universities going head to head in a series of challenges to showcase VOXI's Endless Social Media package. This solution was expertly engineered to:

- ➔ Capture the attention of the UNiDAYS Gen Z audience during a peak period for brand discovery, to boost brand awareness
- ➔ Showcase VOXI's USPs for the student market: flexible, SIM-only contract with endless social media

## The Result

As a result of this content campaign, UNiDAYS have become one of VOXI's most significant drivers of new customers, decreasing its CPA by 30%.

### REAL AND DIRECT IMPACT ON BUSINESS FUNDAMENTALS

**+307%** Sales uplift

**+57%** Engagement increase

**11.8%** Conversion rate



Partnering with **UNiDAYS** was a resounding success for VOXI, we have successfully built lifetime affinity with new Gen Z consumers together. The team at **UNiDAYS** has worked hard to deliver targeted campaigns to capture the attention of students. And our partnership continues to deliver increased sales, new customers and lifetime value.

— **MARIA OYELAKIN**

Affiliate & Partnership Lead

### CONTENT CAMPAIGN PERFORMANCE

**1.6m**

Total video views

**1.5m**

Total reach

**3.3m**

Impressions