

Case Study: SFR & EFS for Blood donation



Context

L'Établissement Français du Sang (EFS), the French blood donor association, benefited from our location-based technology for its campaigns. Run on Numéricable - SFR network, - a French tier-1 convergent operator with a 22M mobile subscriber customer base - the campaign consisted in geofencing an area located 200m from a blood donation center and targeting all opt-in subscribers entering the area to encourage them to give their blood.

Intersec Solution

Very innovative, Numéricable - SFR was the 1st operator in France to invest in LBA, choosing Intersec technology. The deployment was conducted in a few months and involved Intersec, SFR and Nokia Siemens Networks technical teams. The operator has now the biggest opt-in base in Europe: 4 million subscribers!



Results

The result of the campaign was an unbelievable increase of blood donations: the centers were full with 1/3 new donors compared to usual non-mobile campaigns. Financially, the campaign resulted with 40% less costs per contact compared to traditional street marketing (hostesses, flyers, posters...) and a higher visibility of this institution, notably among younger populations. The EFS campaign was also awarded "Best Mobile Marketing Campaign" at the Global Mobile awards 2011.