



CASE STUDY

Djezzy Algeria Digital Products & VAS Marketing

From manual campaigns to
scalable experimentation.



CLIENT CONTEXT

Djezzy, a major telecom operator in Algeria, promotes digital products and value-added services (VAS) through SMS, push notifications, paid media and social media in a high-volume, fast-paced campaign environment.



THE CHALLENGE

Limited experimentation and fragmented performance data made it difficult to identify what drove conversions and which combinations of copy, visuals and channels performed best.

Campaigns were created manually for each channel. Time and cost constraints restricted A/B testing, while switching between platforms, managing approvals and conducting compliance checks added to the workload.

HOW DJEZZY USED GLG

AUTOMATED CONTENT GENERATION

Created variations for ads, SMS, push notifications and social media.

EXPERIMENTATION AT SCALE

Tested multiple variations in parallel.

AI-DRIVEN OPTIMIZATION

Used performance insights to guide successive iterations.

UNIFIED PERFORMANCE TRACKING

Centralized results to identify and refine winning combinations.

RESULTS & IMPACT

+30.4%

Conversion
Rate

High

Spend
Efficiency

100+

Variations
tested

Reduced

Manual
effort

Shorter

Time to
statistical
confidence

FASTER LAUNCHES. MORE TESTING. CLEARER DECISIONS.

WHAT DROVE THE RESULTS

Automated creative generation reduced performance. Parallel testing expanded the range of combinations evaluated, while a continuous optimization loop helped the team act on results. Unified analytics supported faster, better-informed decisions.

"We trusted C/ and adopted their software platform and revenues exceeded the targets!"

Karima Siniane,
Chief Consumer Officer, Digital Services, Djezzy Algeria

KEY TAKEAWAY

Success goes beyond good content: It depends on finding the best-performing combination quickly. GLG makes this process scalable by connecting content generation, experimentation and continuous optimization.



**READY TO TURN CAMPAIGN EXECUTION INTO A CONTINUOUS OPTIMIZATION ENGINE?
GET IN TOUCH TO FIND OUT HOW C/ CAN HELP YOU ACHIEVE YOUR TARGETS!**



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