



## CASE STUDY

# MTN Congo (Brazzaville) Core Products & Bundles Marketing

From manual campaign setup  
to scalable bundle  
optimization



## CLIENT CONTEXT

MTN, a telecom operator in Congo Brazzaville, promotes core products, bundles and value-added services (VAS) through SMS, social media and paid media, with a focus on bundle uptake and VAS upsell.

## THE CHALLENGE

Scaling bundle campaigns efficiently was difficult with limited content testing and low confidence in what drove performance. This also made it harder to allocate marketing spend effectively. Manual campaign setup, costly experimentation and slow feedback loops restricted testing to a few variations, limiting opportunities to identify and scale winning combinations.

## HOW MTN USED GLG

### MULTI-CHANNEL EXPERIMENTATION

Ran campaigns with multiple variations across SMS, social media and paid media.

### COMBINATION TESTING

Evaluated different offer framings, visuals and calls to action.

### AUTOMATED OPTIMIZATION

Used results to prioritize best-performing combinations.

### CENTRALIZED INSIGHTS

Brought campaign performance into one dashboard for clearer decisions.

## RESULTS & IMPACT

**+40.5%**  
Conversion  
Rate

**Reduced**  
Cost per  
Acquisition

**50+**  
Variations  
tested

**Automated**  
Campaign  
Setup

**Unified**  
Campaign  
Tracking

**MORE VARIATIONS. FASTER LEARNING. BETTER SPEND ALLOCATION.**

## WHAT DROVE THE RESULTS

Broader experimentation helped MTN evaluate more messaging and visual combinations. Faster learning cycles shortened the path from testing to action, while data-driven optimization guided the team toward better-performing combinations and more efficient acquisition.

**“In more details, by utilizing C/ language engine, the communication with our customers was optimized at such level that resulted to unexpected increase of recruitment and customer engagement elevation”**

Philippe Wagha, Chief Consumer Officer, MTN Congo

## KEY TAKEAWAY

**Improve performance through extensive testing.** GLG helps identify winning messaging and visual combinations faster.



READY TO IMPROVE THE PERFORMANCE OF YOUR BRAND?

GET IN TOUCH TO FIND OUT HOW C/ CAN HELP YOU ACHIEVE YOUR TARGETS!



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