



CASE STUDY

Orange Ivory Coast Digital Marketing & Banner Optimization

From opinion-led creative decisions to data-driven optimization



A



Restez connectés plus loin

B

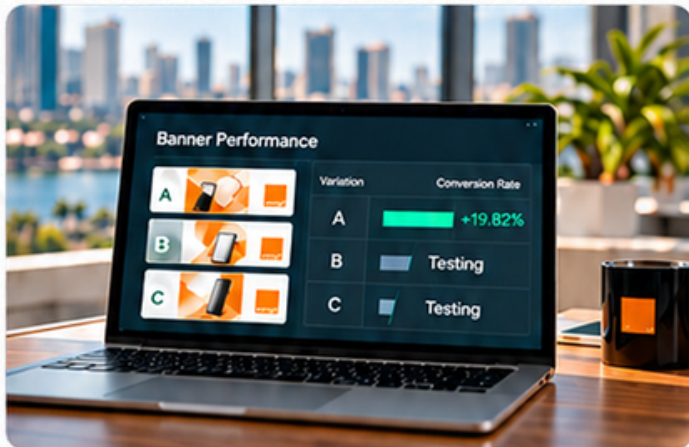


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Plus de possibilités avec Orange



CLIENT CONTEXT

Orange, a leading telecom operator in Ivory Coast, uses web, display, and social media for corporate marketing, with homepage banners and campaign creatives playing a central role in customer engagement.

THE CHALLENGE

Slow homepage banner iteration and limited visual experimentation made it difficult to understand what drove engagement. Underperforming creatives continued to run without clear evidence of which alternatives would work better.

With few A/B tests and long validation cycles, creative decisions relied heavily on opinion, limiting opportunities to identify and scale effective layouts, visuals and copy.

HOW ORANGE USED GLG

CREATIVE VARIATION GENERATION

Produced multiple banner variations combining different visuals and copy.

STRUCTURED EXPERIMENTS

Ran A/B tests to compare creative approaches.

WINNING LAYOUT IDENTIFICATION

Identified best-performing layouts faster through performance evidence.

CAMPAIGN OPTIMIZATION

Applied the same testing and optimization process across campaigns.

RESULTS & IMPACT

+19.82%

Conversion Rate

Increased

Engagement Rate

80+

Banner Variations tested

Rapid

Testing Speed

Early

Winning variant detection

MORE CREATIVE OPTIONS. FASTER VALIDATION. STRONGER ENGAGEMENT.

WHAT DROVE THE RESULTS

Visual experimentation at scale expanded the range of creative approaches evaluated. Faster statistical validation helped identify winning variations earlier, while performance evidence reduced reliance on subjective creative judgments and guided subsequent optimization.

"Thanks to their language platform, we have managed to generate sustainable revenue over time"

Raoul Yobouet, Marketing Director, OCI

KEY TAKEAWAY

Let data guide creative decisions.

GLG connects visual experimentation with faster, evidence-based optimization.



READY TO MAKE EVERY CREATIVE DECISION MEASURABLE?

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



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