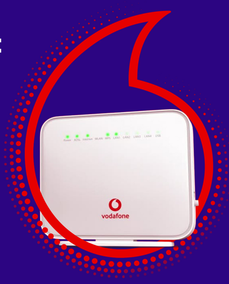
ADIN.AI | vodafone

Vodafone Home Internet: Slashing Costs While Maximizing Performance with ADIN.AI



Industry:	Telecommunications (Home Internet)
Markets:	Multi-market digital activation
Channels:	Meta, Google Ads, TikTok, DV360
Solution:	ADIN.ENTERPRISE
Period:	Back-to-School 2025
Objectives:	VCR & CTR Maximization, CPM / CPV Optimisation

About Vodafone

Vodafone, a leading brand in the telecommunications sector, aimed to increase brand awareness and consideration for its Home Internet Campaigns but faced significant cost pressures due to intense industry competition.

In these challenging market conditions, ADIN.AI's AI-powered media operating system played a critical role in achieving campaign goals and ensuring cost efficiency.

This case study details the successful Home Internet Campaign conducted by Vodafone Media Team with ADIN.AI on Back-to-school 2025 period, and the impressive results obtained.

The Challenge: Rising Costs and the Quest for Efficiency

The primary objective of the Vodafone Home Internet Campaign was to maximize KPIs such as Video Completion Rate (VCR) and Click-Through Rate (CTR).

However, the fierce competition in the digital advertising market led to a continuous increase in CPM rates.

This presented the campaign with two main challenges:

1

Cost Pressure
Despite rising CPMs, the need to maintain and even reduce both CPM and CPV metrics without exceeding the campaign budget.

2

Performance Optimization
While keeping costs under control, achieving a significant increase in quality and engagement metrics like VCR and CTR.

The Solution: ADIN.AI's AI-Driven Strategic Approach

ADIN.AI offered a holistic solution incorporating four core AI modules to overcome these challenges:

Strategic Shift

Strategic Shift to Quality Engagement

ADIN.AI's AI Budget Optimizer
proposed a strategic decision to optimize for quality engagement instead of simply impressions. By focusing on efficiency, Vodafone maximized their budget allocation to reach the right audience and improve engagement, even as competition and costs increased.

Smart Optimization and Learning Algorithms

ADIN.AI's AI Suggestions
module generated 126 optimization recommendations during the campaign. One of these suggestions resulted in a 21% increase in VCR in just 8 days.

CPM ▼ 41.3% Decrease

CPV ▼ 41.3% Decrease

VCR ▲ 134% Increase

CTR ▲ 35.1% Increase

Impressive improvements were also observed on a platform basis:

TikTok
- ▲ 133% in 2-sec VTR
- ▲ 160% in 6-sec VTR

Google Ads / Display & Video 360
- ▲ 53% in VCR
- ▲ 85% in CTR

Meta
- ▲ 12.5% in VCR
- ▲ 42% in CTR

Net Business Impact

53% Market-driven cost increases compensated

14 Days Annual time savings (2 work weeks)

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