

Telecom Leader Leverages GenAI to Enter a Competitive Utility Market

Background

A leading telecommunications provider with millions of existing customers aimed to expand into a newly deregulated utility market. The opportunity was clear: leverage existing consumer trust to offer a competitive utility plan. Success depended on rapidly converting a large base of telecom subscribers into a completely different service.

Business Challenge

The primary objective was to maximize conversion to the new service by driving adoption of the utility offering and activating and re-engaging telecom subscribers. With limited brand equity in the utility space, the company needed every campaign to be highly persuasive and relevant.

Approach

Eikona deployed its Adaptive Marketing Engine to optimize outbound email communications for the new service offering. Rather than rely on a single marketing creative, Eikona generated and tested multiple GenAI-driven content variations across:

- Subject lines
- Email layout and visual hierarchy
- Image selection
- Core messaging and copy tone

These tests were executed using Eikona's reinforcement learning platform, continuously optimizing toward engagement and conversions.

Execution

Using the brand's existing ESP, Eikona orchestrated a multi-variant test campaign in which recipients were assigned a creative variant based on their behavioral segment and past engagement signals. Every send became an opportunity to learn, adapt, and improve future performance.

Results

Compared to the original control version, the program delivered:

+108%
uplift in CTR

+71%
uplift in signups

Key Takeaways

- AI-guided variation unlocks rapid learnings. Instead of relying on a single creative, multi-variant testing fueled by GenAI and real-time reinforcement learning enables rapid identification of what works.
- Adapting content at scale drives uplift. Optimizing not just content, but also structure, layout, and tone, delivers significant uplift in engagement and outcomes.
- Test-and-learn can de-risk category expansion. AI-generated tests help validate messaging and positioning in unfamiliar markets and accelerate go-to-market strategy.