

Customer success story: Freeads

Mobile, voice and payment services provide competitive edge

Customer Profile

Freeads is the UK's largest independent free classified advertising site. Through Freeads you can buy and sell just about anything; from animals to cars; clothes to computers. Since its founding in 2001, Freeads Classifieds has enjoyed rapid growth by putting their user's first.

The challenges

Exponential growth

Currently hosting over 150,000 live adverts across a wide range of categories, and attracting over 2 million visitors per month, Freeads needed a scalable technology solution that enabled them to communicate with their users in the most cost effective way, whether that be via Voice, SMS or introducing mobile payments. Their calls had increased significantly and as such, they needed users' behaviour; so they began looking for a system that could differentiate between calls coming from landlines and mobile phones.

The need for innovative technology

Freeads pride themselves on having the most innovative tools to help their users promote their items, they're constantly thinking of new ways to improve their service. They began looking for a technology solution that integrated Voice calls with SMS to further enhance the monetisation of their services. This element was key in enabling Freeads to strengthen their brand values by offering customers free advertising of their goods for sale.

“ Out of all of the solutions we'd evaluated, we chose Oxygen8 because we were impressed by their technology, the associated management information and their commitment in working with us to build a solution that meets our bespoke business and customers' needs.”

Dan Newman, Managing Director, Freeads



Solution

Integrated solutions

Freeads use Oxygen8's Voice platform, a cloud-based suite of voice connectivity and IVR applications, for intelligent call management through a state of the art API gateway. To add even greater functionality to their services Freeads have also added Oxygen8's Engage, the cloud-based mobile engagement platform, to their armoury. They use Engage to deliver Premium SMS 'bump-up' advert services where consumers can pay to keep their adverts in a more prominent place within the Freeads product search criteria.

“Thanks to Oxygen8's Voice platform, and the associated APIs in place, we can intelligently handle our customer contact management services, allowing our customers to confidently and safely advertise goods and services whilst having an anonymised contact channel.”

Dan Newman, Managing Director, Freeads



Superior connectivity

The Voice platform offers Freeads a comprehensive support and hosting proposition for their significant 07 Personal number range requirements and for call routing to Landline and Mobile users via a secure API gateway.

Touchpoint reporting

The fully hosted cloud-based platform, provides Freeads with full visibility to their services, with 24/7 access to live call volume traffic data, caller traffic duration broken down by date or custom fields, active number reporting and a breakdown of inbound traffic, target number information, missed call data accessible through the statistics applications. There is also a comprehensive suite of archived reporting available providing Freeads with the vital information they need to make customer driven decisions that enhance every aspect of their business telephony.

Mobile Payments

Aligned to the Voice solution, Oxygen8 also provides Freeads with a Pay By Mobile advertisement 'bump-up' solution which offers their customers the chance to pay via their mobile to optimize the prominence of their adverts. This has opened up a whole new revenue stream for Freeads as their customers seem to appreciate the convenience of paying through the mobile channel.

Oxygen8 Group have fully integrated platforms to help you make smarter choices to transform your sales and marketing activities. Our easy-to-use, cloud-based solutions focus on results, giving clients performance management software that truly integrates mobile, email, voice and payments. From sending bulk SMS to custom API integrations into CRM applications, we make marketing automation simple. For more information, visit: <http://www.oxygen8.com>