

## Acquisition • Frequency • Retention • Loyalty

## Comcast

**Company:** Comcast is the nation's leading provider of cable, entertainment and communications products and services, with 24.1 million cable customers, 12.4 million high-speed Internet customers, and 3.5 million voice customers.

**Marketing Objective:** To increase customer retention and to drive incremental revenue through new customer acquisition and bundled service upgrades. As a means of both rewarding customers for subscribing and to increase subscriber retention, Comcast developed a neighborhood-based relationship-marketing program which leveraged Entertainment's database of local merchants offering everyday values to consumers.

**CMS Solution:** Entertainment created the Comcast Rewards Club. Benefits included:

1. A printed directory featuring deeply discounted (50% Off and Buy-One-Get-One-Free) local merchant coupon certificates as a value-added component.
2. A branded Comcast Rewards Club membership card to redeem 20% ongoing discounts at hundreds of local merchants as an affinity component.
3. Access to a Comcast-branded Web site offering Entertainment® discounts for dining, shopping, sports, leisure activities, movies, and travel across North America as incentive to upgrade service to include high-speed Internet access.

Comcast's local representatives provided the directory to subscribers, both new and existing, as the value-added component of the campaign. Entertainment and Comcast received the Gold Mark Award in Retention Marketing from CTAM in 2006 based on the success of this program.



## CORPORATE MARKETING SOLUTIONS

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