

# TVItaly.live

Italian Live TV Streaming Subscriptions

**668%** increase in ROAs

**20%** of MQLs closed

## Challenge

With Coronavirus quarantine meaning more people streaming TV from home, TVItaly sought to capitalize by expanding sales through their Facebook marketing campaigns.

## Solution

Using Eyelevel's platform, TVItaly added click to automated chat to their paid Facebook campaign that offered two options to connect with a rep: click to call, click to chat. 80% preferred to chat vs click to call, which allowed reps to answer questions about service options until customers were ready to speak to a rep via phone call.

## Results

TVItaly offering chat to their customers allowed them to engage more leads, build relationships, and close sales. 80% of people preferred to chat first which allowed a whole new channel to communicate with leads and convert into customers. By providing chat to their customers, TVItaly were able to boost ROAs by 668% (from 2.5x to 16.7x) and allow their team to engage more leads, build relationships, and close sales.

