

# Transforming Vodafone España's B2B marketing ecosystem



## Client profile

Vodafone España is one of the leading telecommunications operators in Spain, offering mobile, broadband, TV and other services.

Since entering the Spanish market in 2001, they have developed a specialized division for businesses, institutions and public administrations. In May 2024, Vodafone España was acquired by UK-based Zegona Communications, a publicly traded company and Vodafone Group market partner.

NTT DATA advises and supports the telecom operator in enhancing its B2B customer engagement through Salesforce.



We wanted to take things to the next level. Before implementation, we invested a lot of time and effort into ensuring data availability and quality — cross-referencing various sources until we had the right segmentation, all in one platform.”

**Elena García**, Head of Tribe Digital Software Engineering, Vodafone España

33%

of customer  
contacts unified

144

external variables  
integrated

20-30%

improvement in  
campaign performance

## Business need

### Unifying B2B customer data for personalization

Vodafone España's aimed to consolidate all B2B customer data to deliver personalized experiences and content. By adopting new tools, the company sought to maximize the impact of its marketing campaigns and improve the user experience across every touchpoint.

Key challenges included designing a data model within Data Cloud capable of handling the complexity of Vodafone's operations, supporting the company's decision-making and process standardization, and providing ongoing change management and support.

To address these challenges, Vodafone partnered with NTT DATA for expert guidance, implementation and continuous support, with the goal of meeting these requirements:

- A consistent data model to support a complex segmentation framework with multiple relational layers
- The ability to consolidate data from multiple sources into a single, coherent view of individual interactions across channels and touchpoints
- Real-time data integration without duplication
- Seamless multichannel consistency
- Accurate measurement of communication performance
- A solution that business users can easily adopt and operate

## Solution

### Building a robust Salesforce marketing ecosystem

The project began with a consulting engagement to configure Salesforce to Vodafone's needs, explore new use cases and optimize platform performance.

Drawing on its deep expertise in Salesforce adoption projects, NTT DATA successfully implemented three integrated tools — Data Cloud, Personalization and Advertising Studio — within Marketing Cloud. This reinforced Vodafone's commitment to Salesforce as its strategic customer relationship management (CRM) partner for Vodafone Business, and created a more robust, customized ecosystem.

This provided a solid, end-to-end platform for managing and optimizing the company's entire marketing strategy, delivering:

- **Agile adaptation:** Flexibility to respond to market changes and shifting consumer behavior
- **Data unification:** A single source of truth for consistent, high-quality data
- **360-degree customer view:** A complete profile built from multiple data sources
- **Precise segmentation:** Enhanced audience targeting for more relevant campaigns
- **Efficient campaign execution:** Automated, targeted advertising that maximizes ad spend
- **Personalized experiences:** Tailored offers that target decision-makers to increase conversion rates
- **Advanced insights:** Real-time analytics for quick adjustments and improved campaign performance
- **Customer lifecycle management:** Improved acquisition, retention and upselling opportunities, while boosting satisfaction and loyalty through relevant, personalized experiences

The integration of these tools with Salesforce Marketing Cloud resulted in a comprehensive platform for managing and optimizing Vodafone's B2B marketing ecosystem.

## Outcomes

### Boosting precision, performance and engagement

With NTT DATA's support in implementing the new components, Vodafone España has significantly expanded its capabilities to:

- **Generate advanced segments** easily from a single tool
- **Create highly personalized web and email experiences**, incorporating dynamic content tailored to each user based on their behavior and preferences
- **Define custom audiences** using CRM data and sync them with advertising platforms

The new platform has delivered the following benefits:

- **Streamlined and accelerated data segmentation processes**, reducing operational time
- **More precise segmentation**: 33% of the customer contact portfolio has been unified, and 144 external variables — including user consumption, purchasing behavior and demographics — have been integrated
- **Improved campaign performance** by 20% to 30% in click-through rates (CTR) and conversion rates
- **An omnichannel experience** through the integration of digital advertising with other marketing activities across channels, providing real-time insights

### Next steps

Following the launch of the new platform, Vodafone is preparing new campaigns that can be run in a more automated and sustainable way over time. At the same time, new use cases are being developed for Salesforce Marketing Cloud Personalization on the B2B website, aimed at delivering more advanced, needs-based personalization for clients.

Vodafone España is also exploring the integration of new interaction channels such as WhatsApp to further enhance the user experience. They are considering adding more internal data sources to refine segmentation algorithms and improve next-best action/next-best offer calculations, enabling more personalized decision-making for its clients.

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Our solution implementation at Vodafone España marked a milestone in leveraging cutting-edge tools in the marketing automation space. It has empowered the company to innovate boldly, optimize processes, personalize experiences and keep their strategies at the forefront of the digital market.”

**Leticia Iglesias**, Head of Salesforce Practice  
for Telco & Media, NTT DATA

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