

From Fragmented Signals to Purchase-Ready Moments

How Spark NZ turned first-party data into its strongest growth engine

The Challenge: Attention Is Scarce and Relevance Is Earned

Spark New Zealand faced a data problem familiar to every marketer: customers expected relevance in the moment, but signals arrived late, siloed, and stripped of intent, across both B2C and B2B portfolios.

Key pain points included:

- **Fragmented data** across CRM, web, media, and platforms
- **Over-reliance** on broad targeting and historical segments
- **Media waste** from low-intent or already-converted audiences
- **Slower feedback loops** between behaviour, decisioning, and activation

Spark had demand, but not always the signal clarity to act at the moment intent peaked.

For marketers, this creates friction. When signals are noisy, confidence drops. When confidence drops, personalisation becomes conservative.

Spark's ambition was to reverse that psychology and market only when the customer was ready.

The Solution: A Unified First-Party Data Engine

Spark partnered with Tealium to build a real-time, consented first-party data foundation spanning B2C and B2B.

At the centre was a simple principle: **intent compounds when signals connect.**

What Spark implemented:

- **Unified behavioural, CRM, and identity data** across web, media, and marketing platforms
- **Real-time audience** building based on fresh behaviour, not static profiles
- **Strong identity stitching** to move customers from unknown → known
- Consistent suppression logic to remove friction, waste, and repetition
- **Always-on activation** across paid media and owned channels

This allowed Spark to replace guesswork with *psychological certainty*: when someone clicked, browsed, compared, or returned, Spark knew *why*, not just that.

How It Came to Life:

Flagship launches iPhone 17 & Samsung Fold/Flip

- High-intent audiences built from **real-time product engagement**.
- Launch emails reached customers already primed to buy.
- Paid media prioritised eligibility and behavioural signals.
- Suppression prevented over-asking converted users.

Always-on B2C Devices, Mobile, Broadband & Merch

The same logic applied continuously: detect intent early, reinforce confidence with relevance, remove distraction through suppression.

Conversion lift was sustained even when media spend fluctuated, proving **value was signal-driven**, not spend-driven.

B2B SME, Enterprise & IoT

Focus on identity integrity and signal hygiene: cleaner form triggers, stronger deterministic ID matching, more accurate ABM and suppression.

The result was not just more leads, but **better conversations**.

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The Results: Where Confidence Converts

Spark's results demonstrate a consistent pattern: when relevance aligns with real-time intent, performance scales efficiently across channels.

Email Performance: Intent Meets Timing

- 4× higher click-through rates vs. benchmark
- 74.5% open rate (highest among recent sends)
- Highest email-to-sale conversion segment
- ~90% of engagement driven by high-intent CTAs
- Rather than treating launches as awareness blasts, Spark treated them as **decision moments**.

Paid Media Impact: Precision Scales

- Up to 10× YoY CTR uplift across paid channels
- Improved media efficiency and audience precision across all platforms
- Strongest digital launch performance to date across key device campaigns

Always-On Performance

- Devices: +29% conversion uplift
- Mobile Plans: +21% conversion uplift
- General Merchandise: +23% conversion uplift
- ~5% QoQ uplift in B2B engagement

10x uplift in engagement rates

+23% increase in known customer identification



double-digit conversion uplift

+47% growth in B2B inbound signals QoQ

Why It Worked:

Spark's success wasn't driven by more data, but by **better use of real-time, consented first-party signals**:

- Fresh behavioural data enabled timely and relevant engagement
- Suppression and audience governance reduced waste and improved customer experience
- Consistent cross-channel activation reinforced messaging and intent
- Real-time signals allowed Spark to act at the moment of highest customer interest

What's Next:

With a strong first-party data foundation in place, Spark is well positioned to continue evolving its marketing approach:

- Expanding **real-time decisioning across channels**
- Increasing **automation while maintaining control and relevance**
- Further integrating **data, activation, and AI-driven use cases**