

Case Study: EE

Venue: Dalton Park

Location: Seaham

Industry: Telecommunications

EE, part of the BT Group, runs the UK's biggest and fastest mobile network, offering 4G in more places than any other UK network.

EE also provides home and business broadband using both 4G and fixed line connections. EE's retail presence exceeds more than 600 shops across the UK.

"Access Point are always on hand to support us and our placements within EE. No ask is too much for this company and we will continue to utilise there fantastic service." Lauren Pagett - EE



Why The Promotion?

With this promotion we were looking to increase our market share, service customers & trade with devices/handsets

How Did Access Point Help?

Lesley was and is always fantastic. She makes it very easy for us to access the Retail Parks we want to utilise giving us all the detail we need to jump through hoops our side. I can always rely on her to secure us great placements with phenomenal communication throughout.

Results

In this specific placement we didn't see as much FF as we would've liked, on reflection, a different location may have suited us better. We did however manage to get a ROI for what we paid. We also reviewed and saw the leads we generated as a result of this placement which is always positive for our business.

Your Experience Working With Us?

Amazing, Access Point are always speedy, efficient and pleasant to work with.

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