

Cricket Wireless

THE NARRATIVE DEBT

Cricket was a prepaid mobile carrier in a market dominated by tier-one telecoms. The product was right for the audience. The brand was not. The eCommerce platform leaked traffic at every conversion gate. SEM, SEO, email, display, and affiliate channels each ran on their own playbook. **A prepaid carrier marketing like a premium one**, with an online experience that did not match the in-store experience and a unit-economics problem hiding inside the customer acquisition cost.

THE WORK

One narrative across every channel.

- **Digital media restructure.** Rebuilt SEM, SEO, email, display, and affiliate programs around a single coherent narrative.
- **eCommerce as a revenue engine.** Repositioned the website from a brochure into a transactional platform built for scale.
- **Channel economics.** Re-mixed paid spend toward the channels with the lowest CAC and the highest LTV.
- **Cross-platform GTM.** Aligned pricing, promotion, and marketing language across online and in-store experiences.
- **Conversion architecture.** Engineered the path from impression to checkout to remove friction at every gate.
- **Brand-to-business alignment.** Connected marketing decisions to the metrics that mattered to corporate development.

THE RESULTS

From regional carrier to AT&T acquisition.

\$80M+

In eCommerce revenue, 2013

40M+

Visitors to the website, 22% YoY

71%

Improvement in traffic acquisition costs

19%

Year-over-year increase in conversion rate

Acquisition outcome. The work positioned Cricket Wireless for acquisition by AT&T.

