

CASE STUDY

GLOBAL MEDIA & ENTERTAINMENT BRAND

BOOSTS SALES WITH CSG ASCENDON'S

E-GIFTING CAPABILITIES

RESULTS

By leveraging CSG Ascendon, the customer successfully launched their e-gifting site in time for the holiday season, generating millions in revenue within the first weeks. The success of this campaign has led to plans for an international rollout with language localization and in-market currency support, further tapping into the global e-gifting market.



Millions in revenue
generated in **weeks**

WHO?

The customer is one of the world's largest media and entertainment brands.

WHAT?

The customer sought to stand out in a crowded digital market by incorporating e-gifting into their strategy to complement the release of their North American streaming video on demand (SVOD) service. While they had a physical gifting solution in retail locations, they lacked an online presence for their customers to digitally purchase gifts for family and friends. They aimed to implement a digital e-gifting solution before the upcoming holiday season but did not have the resources to meet this critical, time-sensitive demand on their own. They approached CSG to implement a seamless e-gifting solution as part of their SVOD service.

HOW?

CSG Ascendon, a SaaS, cloud-native digital monetization solution, was selected by the customer to launch a digital commerce site quickly and efficiently. Ascendon enabled the customer to provide a secure and effortless e-gifting journey, guiding consumers through the entire process of purchasing and sending digital gifts.

This expedited, coordinated solution allowed the customer to meet their tight deadline and enhance their digital strategy.



Digital e-gifting accounts for nearly
\$19 billion dollars
globally in revenues, which is approximately **11%**
of all gift card spending