

Miley Cyrus Leverages the Power of SMS Texting with SuperPhone

98.4M

Followers at the time

1M+

Calls & Text

99.6%

Clickthrough Rate



Miley Cyrus

Founder Smiley Miley, Inc

FEATURES USED

- ✔ Updates
- ✔ Filters & Segmentation
- ✔ Call To Listen

Results

Miley released her phone number to 95 million Instagram followers (her following has grown since then). The phone number was posted on 300+ billboards globally, from markets like Barcelona and London, to Australia and the United States. She bought major placements in Time Square to share the number, as well as 30+ different phone numbers in different countries so everyone around the world could partake in the campaign.

It's no secret that just about every person around the world has a phone. That's why 92% of the U.S. population not only owns a device, but also one that is capable of receiving SMS messages. Going directly to the source is an effective way to circumvent the blocks and barriers evident on social media today.

That's what Miley did, and it paid off, big time.



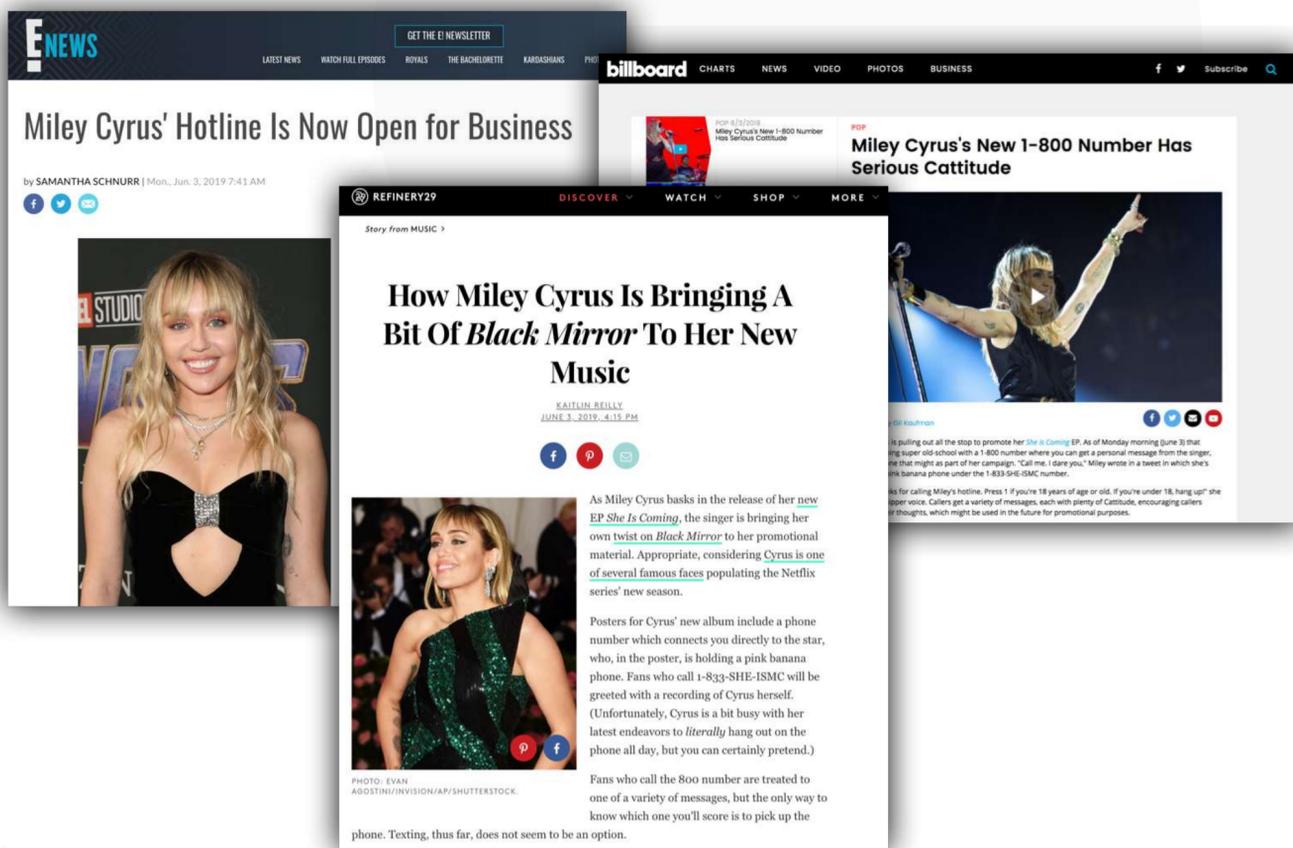
Try it out, it works

1. Call To Listen

Miley Cyrus rolled out her newest EP through offline and online activations. The phone number 1 (833) SHE-ISMIC was posted on 300+ billboards globally from markets like Barcelona and London, to Australia and the United States, plus social media bios totaling over 150M followers. She bought major placements in Time Square to share the number, as well as 30+ different phone numbers in different countries so everyone around the world could partake.

2. User Experience

As fans called in, they were prompted to press 1 to confirm that they were over the age of 18 to hear different voicemails from Miley. Once confirmed, they continued the journey by listening to the recording and was prompted to leave a voicemail themselves. Upon hanging up, the fan received a text asking for their contact information in exchange for the link to her new EP.



3. Tour + Next Steps

The information collected helped her team understand their audience and their residencies. As tour approached, Miley retargeted her audience by geo-targeting with multivariable segmentation and sent updates with direct links to purchase tour tickets in the fans specific city.

