



Wishpond

The Easiest Way to Generate, Nurture and Manage Your Leads

truecaller

Truecaller Customer Success Story



Company

Truecaller



Industry

App Services



Objective

"We wanted to provide a fun way to gather stories about our user's personal experience with Truecaller!"



Why

"Each of our users has experienced Truecaller in a different way, and it is important for our company to understand real life scenarios for our app so we can make it more delightful and beneficial for them to use."

Wishpond tools used



Landing Pages



Social Promotions



Outcomes

70K+

PARTICIPANTS

1000+

INCREDIBLY INSIGHTFUL TESTIMONIALS

'TRUECALLER' WAS A
TOP KEYWORD
ON SOCIAL MEDIA DURING THE CONTEST

INCREASED FACEBOOK
FOLLOWING BY **400%**



Expectations Met

Yes, it exceeded our expectations because everyone was so excited to share their stories, and it increased our social following.



"We had thousands of incredibly insightful testimonials from users who have reconnected with lost friends, scored jobs because Truecaller identified a business, or saved them from a potential fraudulent call."



RESULTS



What Stands Out

"We have a large amount of organic social media followers, but we are still a startup. Wishpond offers pricing regardless of followers, so even small businesses with a large following can thrive and benefit from structured and organized social media promotions."



Customer Quote and Lesson

"Wishpond offers a strategic and organized way for social media marketers from startups or corporations to create an organized platform to boost fan engagement for a reasonable price."