



Launching Winning Marketing Campaigns Is Easier, Faster, and More Cost-Effective With Updated Calix Electronic Content Builder

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Calix enhances its Market Activation program with an updated Electronic Content Builder to help broadband marketers launch winning campaigns without a large team or budget. Upgrades include a new UI/UX, smart search, improved collaboration tools, and over 6,000 customizable brand assets.

SAN JOSE, Calif.--(BUSINESS WIRE)--Nov. 26, 2024-- Today, [Calix, Inc.](#) (NYSE: CALX) unveiled updates to its [Electronic Content Builder](#) (ECB), an essential tool from the award-winning [Calix Market Activation](#) program that enables broadband marketers to quickly design and launch engaging campaigns that effectively promote new services and grow existing ones. Upgrades include a redesigned, intuitive user interface (UI) and user experience (UX) with smart search to quickly identify the best creative for each segment, and enhanced collaboration tools to drive efficiency. An expanded asset library offers over 6,000 customizable templates for social media, email, print ads, and landing pages, all accessible through a user-friendly drag-and-drop interface—no design experience needed.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241126060311/en/>



All Calix customers can easily customize engaging creative assets with the newly upgraded Electronic Content Builder to drive winning marketing campaigns. (Graphic: Calix)

In today's competitive market, broadband service providers (BSPs) must focus on building their brands around robust subscriber experiences rather than speed and price. With [Calix SmartLife](#)™ managed services and Market Activation tools like the ECB, BSPs can create comprehensive broadband offerings that meet every community need. Calix customers

leveraging the Market Activation program have cut go-to-market time and costs to launch new services by over [50 percent](#).

The Market Activation program continues to earn accolades from the advertising industry, like "Best Advertiser in TV or Video" from the [Digiday Video & TV Awards](#). Along with cloud insights from the [Calix Broadband Platform](#) and assistance and partnership from [Calix Success](#), the Market Activation program has not only enabled BSPs to go to market with new services faster—it has helped them increase their social media presence by as much as 70 percent while quickly boosting average revenue per user (ARPU) 15 percent and customer lifetime value (CLV) 30 percent.

Leveraging the Calix Platform and Market Activation tools like the ECB, Calix customers are creating unmatched subscriber experiences and enhancing community safety while driving remarkable results:

- **GigaBeam grew their social media presence 70 percent to increase community engagement.** Leveraging assets from the ECB and insights from the Calix Platform, [GigaBeam Networks](#) crafted targeted, personalized marketing campaigns for their rural Appalachian audience. By introducing [Calix SmartHome](#)™ residential managed services like [Bark](#) social media monitoring for families and [Arlo Secure](#) connected property cameras, GigaBeam prioritized safety and value. Their marketing team utilized the ECB four times weekly to develop relatable, persona-based campaigns that clearly communicate service benefits. This consistent approach strengthened subscriber connections and drove growth in underserved communities.
- **Highline boosted ARPU 15 percent in six months with offerings tailored to subscribers' lifestyles.** Using [Calix Engagement Cloud](#), the marketing cloud insights engine of the Calix Platform, [Highline](#) identified [key subscriber segments](#)—gamers, streamers, and remote workers—across the six states they serve. Their marketing team crafted personalized offerings for each segment using SmartHome managed services. To ensure a smooth launch, they collaborated with Calix Success to refine their go-to-market strategy and leveraged the ECB to create high-quality, targeted marketing materials tailored to each segment.
- **OC Fiber increased CLV 30 percent after transforming their go-to-market strategy.** In competitive southern Indiana markets, [OC Fiber](#) partnered with Calix to deliver residential

offerings that enrich subscriber experiences and enhance community value. They launched [five customized Wi-Fi packages](#) featuring managed services like [ProtectIQ®](#) cybersecurity, connected property cameras, and secure [SmartTown®](#) community-wide Wi-Fi. Leveraging the ECB to quickly drive social media engagement around new offerings, OC Fiber strengthened their market position and accelerated adoption of new services.

"With ECB's turnkey, customizable assets, I've grown GigaBeam's social media presence by over 70 percent in just two and a half years," said Michele White, marketing director at GigaBeam. "I'm in there several times a week, creating campaigns that speak directly to our community—personalization is key. The ease of creating authentic, relatable content that we can deliver at the right time to the right person, thanks to Engagement Cloud insights, has been transformative. Our most successful campaigns reach prospects who are already interested, so when our customer service reps connect with them, they're familiar with our offerings and ready to move forward. We're excited to use the new capabilities of the evolved ECB to further develop our marketing strategy and continue delivering value to our community."

"The greatest threat to broadband service providers is overgrown, out-of-touch competitors commoditizing the broadband experience," said Matt Collins, chief commercial operations officer at Calix. "These competitors want to reduce service to its lowest common denominator to dominate a commoditized market. In contrast, forward-thinking providers champion a value-based, experience-driven approach, delivering comprehensive solutions and managed services tailored to home, business, and municipal needs. That's why we created the Market Activation program and continue to enhance tools like the Electronic Content Builder—to empower our community-focused customers to win their markets through world-class campaigns that communicate their unique value. Calix customers are diversifying their service offerings, increasing sales, and becoming true broadband experience providers, and we are committed to helping convert these transformations into positive business results."

Visit [ConneXions @OnDemand](#) to watch an inspiring presentation on "Harnessing the Power of Community, Value-Based Offers, and Compelling Narratives."

About Calix

[Calix, Inc.](#) (NYSE: CALX)—Calix is a platform, cloud, and managed services company. Broadband service providers leverage Calix's broadband platform, cloud, and managed services to simplify their operations, subscriber engagement, and services; innovate for their consumer, business, and municipal subscribers; and grow their value for members, investors, and the communities they serve.

Our end-to-end platform and managed services democratize the use of data—enabling our customers of any size to operate efficiently, acquire subscribers, and deliver exceptional experiences. Calix is dedicated to driving continuous improvement in partnership with our growing ecosystem to support the transformation of our customers and their communities.

This press release contains forward-looking statements that are based upon management's current expectations and are inherently uncertain. Forward-looking statements are based upon information available to us as of the date of this release, and we assume no obligation to revise or update any such forward-looking statement to reflect any event or circumstance after the date of this release, except as required by law. Actual results and the timing of events could differ materially from current expectations based on risks and uncertainties affecting Calix's business. The reader is cautioned not to rely on the forward-looking statements contained in this press release. Additional information on potential factors that could affect Calix's results and other risks and uncertainties are detailed in its quarterly reports on Form 10-Q and Annual Report on Form 10-K filed with the SEC and available at www.sec.gov.

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