Leading European telco strengthens customer loyalty and retention with Norton's Cyber Safety

Partner overview

A leading provider of media and content in Europe, our partner serves millions of customers. Known for delivering entertainment, connectivity, and technology solutions, the organization has built a strong reputation as a trusted household brand.

The company is deeply committed to innovation and customer value, continually seeking new ways to enhance security, strengthen trust, and provide greater digital safety for its subscribers. With a focus on meeting the evolving needs of today's connected lifestyles, they aim to deliver solutions that give customers confidence and peace of mind in a digital-first world.

The opportunity

Our partner sought to relaunch its customer rewards and loyalty platform, with the goal of reducing net churn. As part of this strategic initiative, the company identified Cyber Safety as a priority service offering for its customers.

The provider aimed to deliver a best-in-class Cyber Safety solution—one that would strengthen its reputation as a trusted digital protection provider, deepen customer engagement within its rewards ecosystem, and unlock new revenue opportunities. With a strong emphasis on cost efficiency, the company challenged Norton to develop a solution that was easy to deploy and cost-efficient, yet could also deliver value to consumers and help generate shared revenue.

Industry
Telecommunications/
media provider

Security Need
To help enrich its customer rewards platform with digital protection, reduce churn, and enhance trust by offering comprehensive Cyber Safety solutions

Solution
Norton 360

Results
Delivered a partner-branded Cyber Safety solution that helped increase customer adoption, deepen engagement, and unlock new revenue opportunities

![norton logo]

Why they chose Norton as their Cyber Safety partner

They sought a partner that could balance speed of deployment, cost efficiency, and long-term scalability. Norton's flexible product and delivery model not only addressed immediate requirements but also demonstrated a strong roadmap for supporting future initiatives, such as parental controls and deeper security integrations.

Beyond the technical solution, Norton's reputation as a trusted global leader in consumer Cyber Safety reinforced confidence in the partnership. The company recognized Norton's commitment to collaboration, innovation, and aligning with its broader digital strategy.

Implementation

Norton typically delivers its Cyber Safety solutions through two models:

- **Integration model:** API-based, with or without SSO, directly embedded into the partner's website—offers higher adoption rates but requires more technical setup.

- **Affinity/Referral model:** A simpler, co-branded website approach that redirects customers to a Norton-hosted page—easier to implement but often results in lower adoption rates.

Recognizing the performance gap between these models but preferring the simplicity of a referral approach, the partner and Norton collaborated closely to optimize the user experience. Norton implemented a **direct-to-basket integration**, leveraging the partner's existing digital infrastructure. This seamless setup enabled customers to move effortlessly from product discovery to checkout—reducing friction and significantly boosting conversion rates.

To align with the partner's commercial goals and ensure a familiar experience for end users, Norton also:

- Customized its product suite to reflect the provider's brand and customer expectations.

- Introduced a flexible monthly subscription model to drive adoption and accessibility—mirroring the provider's established billing format.

This tailored approach ensured a streamlined customer journey and higher engagement.

In the weeks following the launch, the partner said, "We were really happy with performance of the Norton offer after the launch."

Results

Delivering innovation and measurable value with Norton 360

Traditional referral models often face low conversion due to fragmented, multi-step customer journeys. By contrast, Norton's integrated solution delivered a simplified, intuitive purchasing path, clear messaging and value for the consumer, and a feature-rich product from the #1 most trusted brand in consumer Cyber Safety*.

The outcome was a commercially viable, customer-centric cybersecurity offering that saw immediate adoption by the partner's customer base.

This collaboration highlights Norton's capability to design scalable, partner-aligned cybersecurity solutions—whether to enhance a loyalty program, boost customer retention, or open new revenue streams.

A strong partnership, a bright future

This collaboration has already proven successful, with plans underway to expand its reach and deepen its impact. Together, the organizations are preparing to launch the offering in additional markets, drive awareness through retail and assisted channels, and explore full platform integrations to further embed Cyber Safety into the customer experience.

Looking ahead, the partnership is positioned to evolve beyond a single product launch into a long-term growth driver—unlocking new revenue streams, strengthening customer loyalty, and ensuring subscribers feel confident and protected in an increasingly digital world.

About Gen

Gen is a global company dedicated to powering Digital Freedom through its trusted Cyber Safety brands, Norton, Avast, LifeLock, Avira, AVG, ReputationDefender and CCleaner. With four decades of consumer cybersecurity experience, our solutions protect over 500 million users in 150+ countries.