



# MOBILE ADVERTISING

We deliver predicted results for a fixed budget.

## Case Studies Media Kit

# Success Story adsmobi - Nestlé Purina Petcare

Boost from US Lifestyle rank 0 to rank 1 within three days!

- Objective:**
- Generate more downloads for Nestlé Purina Petcare's app petcentric to increase brand awareness.
- Approach:**
- adsmobi PUSH-APP PROGRAM. CPD-based campaign to increase the number of downloads.
- Campaign:**
- Campaign Flight Dates: September 2010
  - Country-Targeting: USA, UK
  - Category: Lifestyle
- Results:**
- **3 days after campaign start:**
    - US Lifestyle rank 0 to rank 1
    - US Overall rank 0 to rank 39
    - UK Lifestyle rank 0 to rank 2
    - UK Overall rank 0 to rank 21

The app was placed directly in front of other big competitors. In total, the campaign created a huge number of new users and increased the awareness of the app significantly.



*petcentric app screenshot*

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# Success Story adsmobi – DailyDeal GmbH

Boost from rank 51 to rank 1 within one day!

**Market:** Apple App Store, Germany  
**Category:** Finance  
**Campaign Dates:** March 7 – 16, 2011  
**Client:** DailyDeal GmbH

**Highest Results:** # 1 Ranking over 6 day period (March 7 – 13)  
# 39 ranked Overall Category  
15,000 Downloads within 10 days  
Up to 5,213 Downloads per Day (March 3<sup>rd</sup>)



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# Mobile Advertising Success Stories



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# Success Stories: Automotive



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# Success Story Automotive – Land Rover

52,000 impressions and 50 % engagement rate with The Daily iPad campaign

- Objective:**
- Find out a way to attract new customer and increase engagement rates of existing clients
  - Land Rover states that 44 % of their vehicle owners are using tablets. Plan to generate more leads via an iPad campaign.
  - Using campaign to encourage test drives for customers.

- Campaign:**
- In-app campaign with News Corp.'s The Daily iPad application.
  - Full-screen interstitial iPad ad unit. Virtual globe customers can tap and interact with. It contains information about the 15 worldwide locations of Land Rover.
  - user are able to sign up for email newsletters.

- Results:**
- 52,000 impressions.
  - 50 % engagement rate.



Source: [www.mobilemarketer.com](http://www.mobilemarketer.com) (February 10, 2011).

Campaign screenshots. Source: [mobilemarketer.com](http://mobilemarketer.com)

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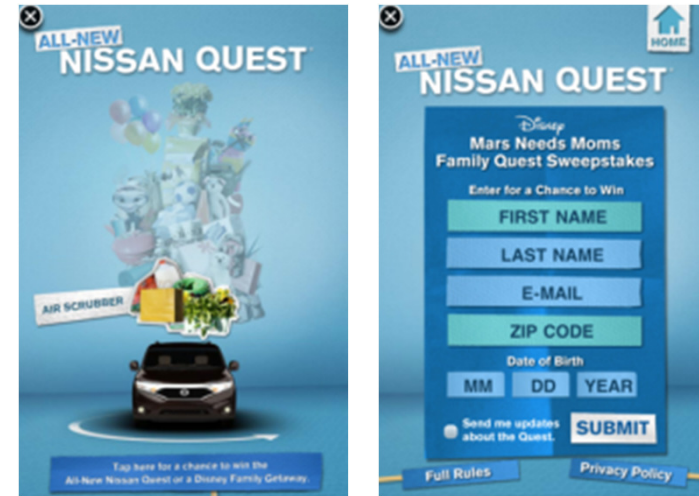
# Success Story Automotive – Nissan

Marketing database for Nissan Quest via iAd platform

**Objective:** - Interactive Rich Media advertising to promote new car model Nissan Quest.

**Campaign:** - iAd campaign on Apple's iAd platform. Nissan's initial push through March 2011 together with their agency partner OMD.

- Opportunity for consumers to win a Nissan Quest and a Disney family getaway by filling out a form within the expandable ad unit with name, email, postal code and date of birth.
- Ads were running on different high-class publisher apps such as The New York Times.
- Campaign helped Nissan to promote the car significantly and to get a huge amount of free PR (bloggers and tech sites tested and reviewed the interactive Rich Media ad).



Campaign screenshots. Source: [mobilemarketer.com](http://mobilemarketer.com)

Source: [www.mobilemarketer.com](http://www.mobilemarketer.com) (March 1, 2011).

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# Success Story Automotive – Toyota

300,000 impressions and over 4 % CTR through Rich Media ad campaign

- Objective:** - Support of the car models Toyota Auris and Toyota Verso in Spain. Information for customers about car features, find the closest car dealer etc.
- Campaign:** - 2 mobile campaigns in cooperation with GoldSpot Media and the Spanish mobile advertising network Taptap Networks.
- Incorporated clickable video, banners and interstitial ad placements.
  - Featured publishers: As.com, CincoDias.com, 20Minutos.
  - Target group Auris: Men & Women, 18-35 years.
  - Target group Verso: Men & Women, 30-55 years.
- Results:**
- Avg. consumer interaction time: 10 seconds .
  - Total impressions: 300,000.
  - CTR: > 4 %.



Campaign screenshots. Source: mobilemarketer.com

Source: [www.mobilemarketer.com](http://www.mobilemarketer.com) (March 1, 2011).

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# Success Stories: Business/Finance



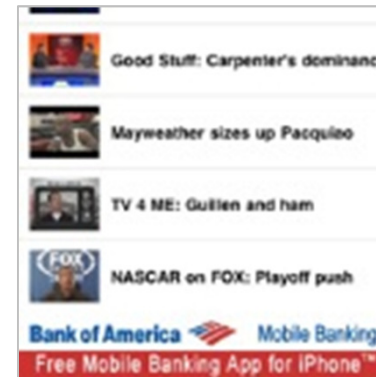
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# Success Story Finance – Bank of America

More app downloads through mobile banner advertising

**Objective:** - Financial awareness campaign in 2009. Targeting students to get familiar with mobile banking applications and to control their finances.  
- Promotion of Bank of America's iPhone application.

**Campaign:** - Ad banners on the Fox Sports iPhone application. Users that click on the ad are taken to a WAP landing page which offers different actions such as downloading the app, account sign up or more information about the bank.  
- Latest initiative of the mobile strategy of Bank of America. They generated more app downloads through the mobile banner advertising campaign.



Campaign screenshots. Source: mobilemarketer.com

Source: [www.mobilemarketer.com](http://www.mobilemarketer.com) (September 4, 2009).

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# Success Story Finance – Barclaycard

iPhone game to engage customers

- Objective:**
- Target a tech-savvy audience who wants to find out more about the Barclaycard.
  - Find a way to attract consumers to interact and participate with the brand to increase number of Barclaycard users.
- Campaign:**
- Release of the Waterslide Extreme iPhone game, designed by game developer Fishlabs.
  - campaign came along with a television ad campaign and a YouTube competition.
- Results:**
- More than 16 million engagement minutes and thousand of reviews.
  - 2,000,000 game downloads worldwide within 5 days.
  - Campaign helped to promote the Barclaycard significantly.



*Campaign screenshots. Source: mobilemarketer.com*

*Source: www.mobilemarketer.com (July 23, 2009).*

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# Success Stories: Education



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# Success Story Education - Buick Scholarship Program

Verizon iPhone ads to increase awareness of scholarship program “Buick Achievers”

- Objective:** - Attract potential candidates for the scholarship program “Buick Achievers” via Verizon iPhone ads until the application deadline of March 31.
- Campaign:** - Use of different advertising channels. Campaign ran on Verizon iPhones when the first models were sold in the market to reach an audience who is new to the Verizon mobile market.
- 2 week advertising campaign exclusively across Millennial Media’s mobile advertising network on the Verizon iPhone.
  - Featured publisher examples: Word With Friends, Accuweather, Pro Football Weekly.



Source: [www.mobilemarketer.com](http://www.mobilemarketer.com) (February 15, 2011).

Campaign screenshots. Images provided by Millennial Media.

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# Success Stories: Travel



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# Success Story Travel – Westin Hotels & Resorts

Higher user engagement via geo-targeted mobile ad

**Objective:** - Increase commerce booking and encourage customers to book vacations in Westin Hotels & Resorts.

**Campaign:**

- Geo-targeted ad campaign, powered by Medialets.
- Interactive banner ad that reads “Tap here to warm up” for users in cold climate zones.
- Redirection to a defined landing page with a featured icy background and a sentence saying “Wipe away the frost to explore where you can warm up”.
- User who clean the frost of the screen can see a mobile landing page of the Westin Resort & Spa in Maui and have different options (room reservation, sign in, hotel call, view reservation status etc.).
- Featured Publisher: The Weather Channel .
- Commerce-enabled opportunity to generate higher user engagement.



Campaign screenshots. Source: [mobilemarketer.com](http://mobilemarketer.com)

Source: [www.mobilemarketer.com](http://www.mobilemarketer.com) (March 9, 2011).

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# Success Stories: Retail

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# Success Story Retail – Dr Pepper

Higher user engagement rates with animated mobile ads

**Objective:** - Multichannel campaign “Hunt for the Unbelievable”.  
- Higher user engagement rates by using interactive ad with animations and overlays.

**Campaign:** - HTML 5 banner ads with imaginary characters, designed by Crisp Media.  
- Characters introduce calls to action when users touches them.  
- Characters animate to register for a chance to win a \$ 10,000 vacation by providing name and email address.  
- User spent more time within the banner ad with animated characters than it is usually spend with simple banner ads.



Source: [www.mobilemarketer.com](http://www.mobilemarketer.com) (March 1, 2011).

Campaign screenshots. Source: [mobilemarketer.com](http://mobilemarketer.com)

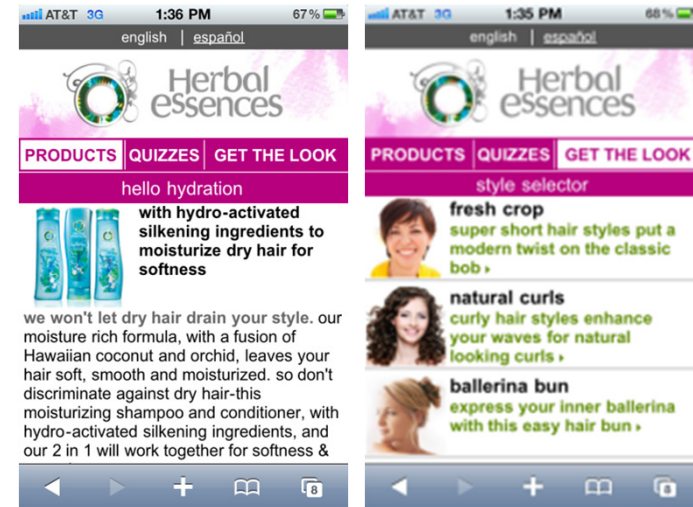
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# Success Story Retail – Herbal Essences

Retail Mobile campaign in 53,000 stores

- Objective:**
- Help customers in determining which hair product fits best to their hair type.
  - Offering additional content where customers receive detailed information about hair care collections and products.
- Campaign:**
- Retail mobile campaign by using Microsoft Tags (customizable 2D bar codes which connects real world information on a mobile device).
  - Redirection to a mobile landing page after scanning the tag which contains information about Herbal Essences products and quizzes.
  - Tag scanning available in 53,000 stores (food stores, drug stores, mass stores, dollar stores, office supply stores, retailers).



Campaign screenshots. Source: mobilemarketer.com

Source: [www.mobilemarketer.com](http://www.mobilemarketer.com) (March 8, 2011).

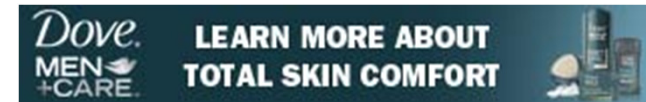
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# Success Story Retail – Unilever

Great user engagement with iPad campaign

- Objective:**
- Promote the Dove Men+Care brand as a sponsor of the NCAA Division 1 Men's Basketball Championship.
  - "Journey to Comfort" campaign of Dove Men, highlighted in a multimedia campaign and supported by PR and promotions.
- Campaign:**
- Apple iAds on iPhone/iPad with dynamic 3D graphics and sports-centric activities as mobile advertising part of the campaign, released on March 14 2011.
  - Mobile advertising on the mobile landing page of ESPN.com.
  - Trivia Timeout sweepstakes with NCAA-themed questions to win tickets and prizes.
  - Target group: Men, 35-50 years.
  - The iPad campaign generated great user engagement.



Campaign screenshots. Source: mobilemarketer.com

Source: [www.mobilemarketer.com](http://www.mobilemarketer.com) (March 17, 2011).

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### About adsmobi Inc.

adsmobi is a mobile media buying platform that focuses on placing successful mobile campaigns for mobile advertisers. adsmobi delivers premium advertising traffic for advertisers through partnerships with leading mobile mediation and optimization platforms.

adsmobi matches agencies and brands with the best mobile publisher inventory to achieve their mobile ROI goals. adsmobi focuses on the advertiser "buy side" of the mobile advertising ecosystem. The adsmobi ad server will help effectively manage media spending with the flexibility to target a desired audience at the right time, in the right place, on the right device.

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