

Targeting a new buyer segment and increasing the effectiveness of mobile advertising spend

Helping a global technology leader answer the attribution question

The Customer

A global, consumer technology provider and key player in the smartphone space.

The Industry

Telecommunications and Consumer Electronics

The Challenge

Launch a new mobile device into market and increase share by appealing to a new demographic through the promotion of key new product features.

The Solution

Mobilewalla Location Visitation Attribution tracks the store visits made by advertising recipients against the store visits of a look-a-like control group to measure the effectiveness of the campaign.

Mobilewalla Custom Audience Segments help organizations effectively identify and reach their most valuable prospects.

Brand affiliation with a new demographic

Long favored by and associated with a predominantly male, tech savvy demographic, for the launch of its newest device the brand wanted to connect with another important audience, millennial females. Equally as savvy but with interests that differ significantly from the gaming and app priorities of their male counterparts, millennial females are known to be heavy users of social networks and as such want a high-quality camera that offers a variety of editing and formatting options. Having made significant improvements to the camera capabilities in their newest device, the brand saw an opportunity to better connect with this new audience.

The result was a mobile ad campaign built to appeal to a millennial female audience with focused messaging around the features that they care about most – camera, quality and capabilities.

Measuring mobile ad effectiveness

To understand how effectively their camera-focused ad campaign drove engagement with female millennials, the brand turned to Mobilewalla.

Using a list of stores where the client wanted to track activity, we ran a campaign targeting young females with ads that featured the new product. We then looked at the conversion of those exposed to the ad (with conversion being measured by visitation to one of the identified stores) vs. a control group (of the same make up that was not exposed to the ad).



“*Mobilewalla proved to be unparalleled location data partner for our recent pre-launch and launch campaigns.*”

About Mobilewalla

Mobilewalla combines the industry's most robust consumer data set with deep data science and artificial intelligence expertise to help brands make more informed business decisions and effectively acquire, understand and retain their most valuable customers.

We collect, identify and analyze directly sourced application usage data from SDK integration and supply-side platform partnerships. Through our extensive AI expertise, we deliver refined consumer insights that provide enterprises with unparalleled access to the digital and offline behavior patterns of their customers and prospects as well as nuanced data about their competition.



3+ years of data



30+ countries



1.5B+ devices

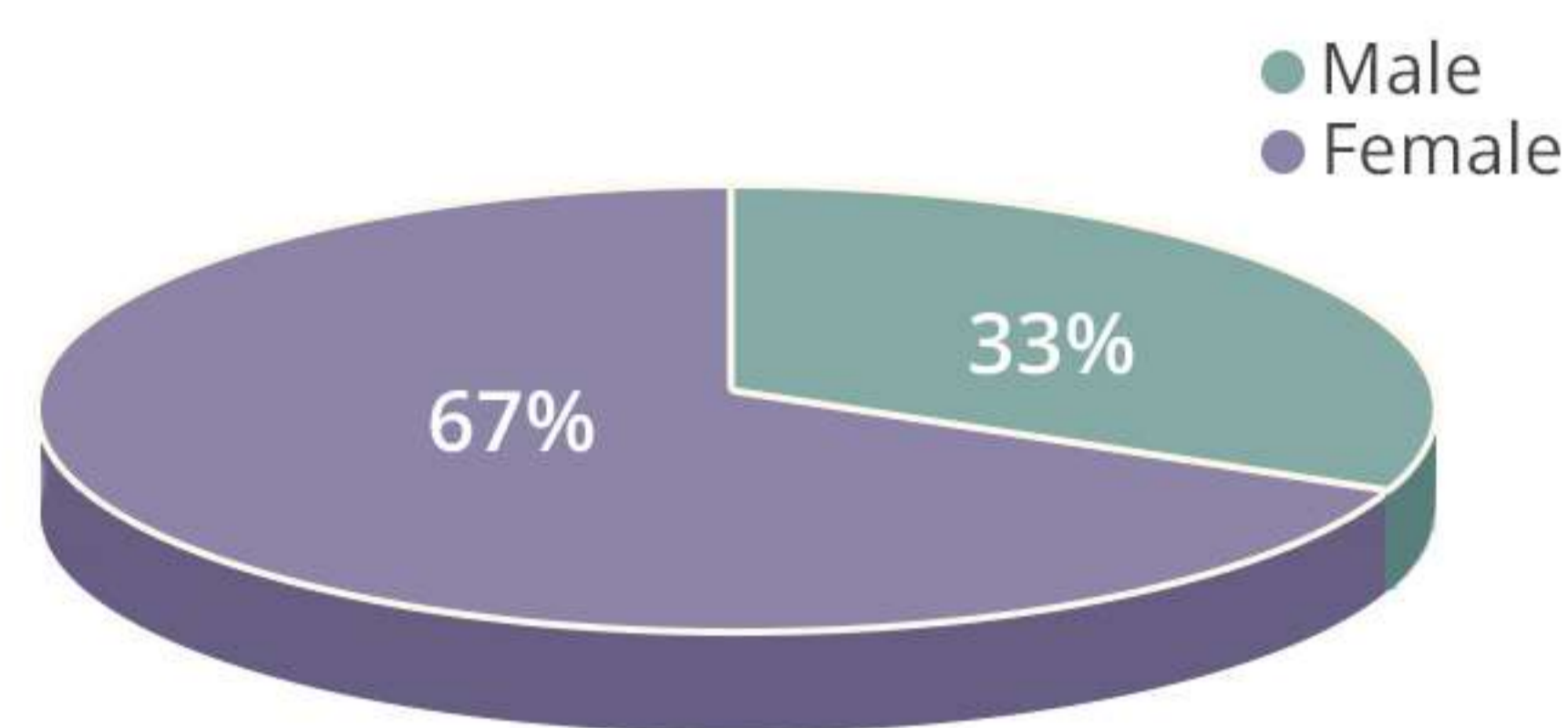


50M+ POIs Mapped

Connecting with a new audience

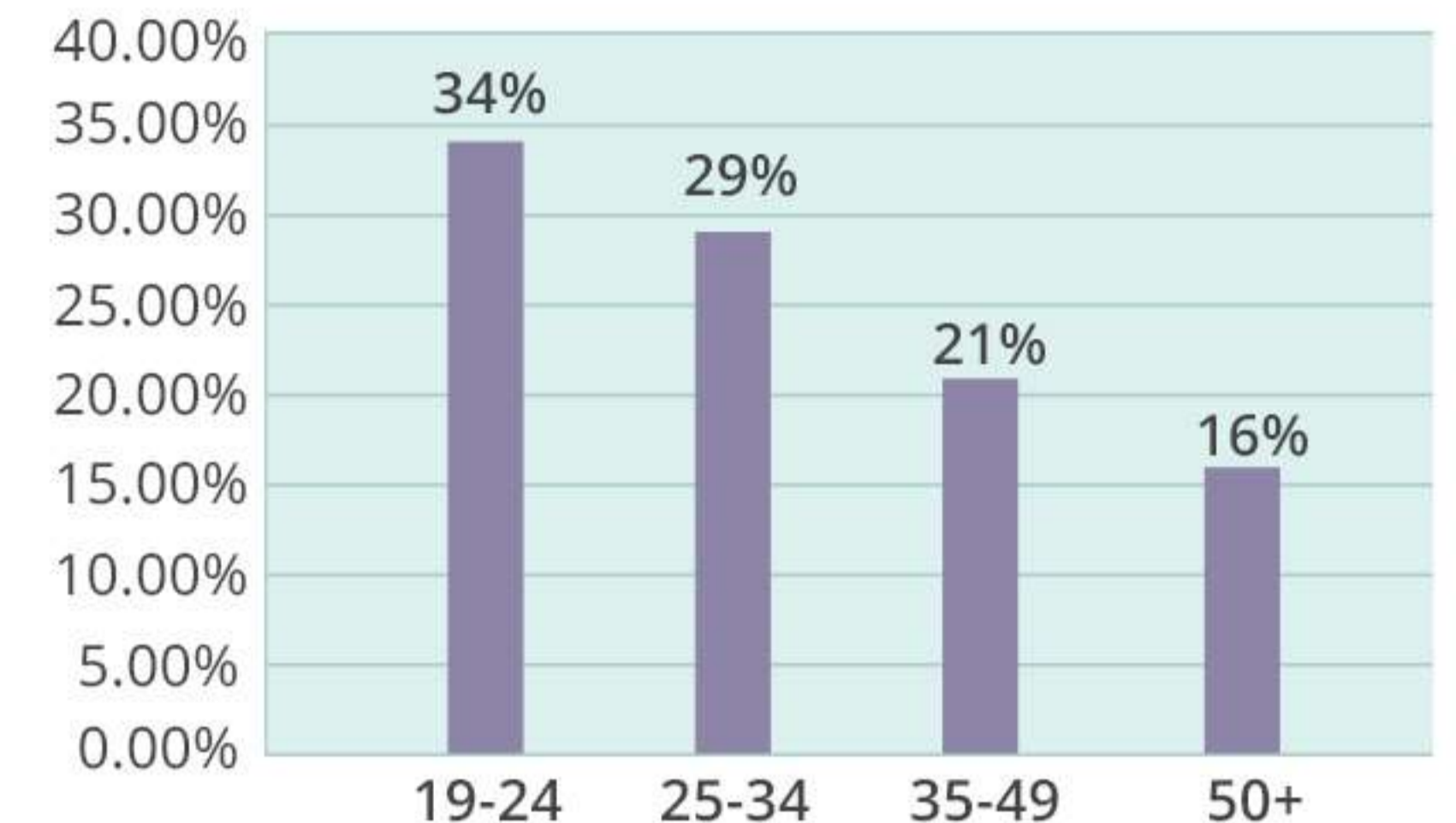
Using Mobilewalla's advanced analytics and location attribution capabilities, the brand was able to understand the demographic and behavior profiles of converters in addition to other valuable insights including lead time to conversion, distance to conversion and current device type.

GENDER DISTRIBUTION



67% of converters were females

AGE DISTRIBUTION



63% of converters were 19-34

In addition, and most importantly for the brand, Mobilewalla was able to help prove that the ad campaign was effective in driving store visitation and conversion.



524% Uplift

Advertising had a positive effect on store visitation



27%

of converters came from a competitive product

“ Mobilewalla's Location Visitation Attribution provided the level of attribution we needed to close the loop on measuring the effect of mobile advertising on actual store visits. The results were presented in a dashboard that offered a clear representation of findings, with an aesthetically pleasing look and feel. We look forward to working with the Mobilewalla team on future campaigns! ”

To learn more about how Mobilewalla can improve results for your business, visit www.mobilewalla.com