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

Helping a global technology leader answer the attribution question

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.

EXPOSED GROUP

Exposure to Mobile Ad

VISITS

Store

CONTROL GROUP

Not Exposed to Mobile Ad

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

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