

## Case study

# Reaching Frequent Diners through Mobile App Marketing

CLIENT: One of the largest banking and financial services organizations in the world.

CAMPAIGN PERIOD: January – March 2017

TARGET MARKET: Hong Kong

## TARGET AUDIENCE

- Hongkongers who dine out on a frequent basis.
- Hong Kong credit card holders who enjoy dining discount offers.
- Users who enjoy their new dining

- Raise brand awareness through using attractive display ads on THE GULU: Top Scrolling Banner and Large Rectangle displayed with the app content.
- Running display ads over the entire mobile app increasing the reach for more

## CAMPAIGN OBJECTIVES

- Promote their credit card discount offer which applies to selected restaurants.
- Strengthen brand awareness and encourage them to use their credit card to enjoy the discount offer.
- Drive THE GULU app users to click on their ad to understand more about the offer with a pre-determined CTR.

## TACTICS DEPLOYED

- Attractive discount offers in the display ads running in THE GULU's mobile app conveniently drove users to click-through to the brand's website encouraging the audience to understand more about their offers and services.
- Deployed frequency capping of 6 per new user.
- Deployed day and time targeting as an optimization tactic to enhance the performance by delivering more impressions during evenings and weekends when traffic is highest.

## SOLUTION USED

- THE GULU Mobile App using standard display large rectangle mobile ad format

## STRATEGY

- Using a simple display ad format but on a highly relevant and in the moment mobile app that ties in with client's credit card dining promotion.
- Reach frequent diners who use THE GULU mobile app, as there is an increasing number of THE GULU app downloads and

## RESULTS

- **Approximately 8.5% CTR achieved; higher than anticipated click thru rate KPI.**
- **Significant amount of traffic drive to advertisers' promotional mobile site during a short period of time.**

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- The results successfully strengthened the brand awareness and traffic to their website with objectives achieved.

## LEARNINGS

- THE GULU is an effective and powerful mobile app in connecting your brand with users in Hong Kong who make good use of their dining hours.
- Mobile is the key to connect to your audience where users spend more than 27 hours of media time per month.