

Case Study: Major Media and Entertainment Brand



A major media and entertainment brand was looking for an innovative mobile ad solution to complement its online ad campaign, and utilized *Mobile ShopAds™* to become the first company to merge m-commerce with m-advertising.

Client Objectives

- Deliver consumer convenience through in-ad mobile purchases
- Take pre-orders as well as live orders on release date

Solutions Used

Mobile ShopAds

- Dynamic Catalog
- Secure Cart and Checkout

Analytics

- Interaction Rate
- Add to Cart Rate
- Abandonment Rate
- Dwell Rate
- Conversion Rate

Mobile ShopAds fit perfectly with our overall campaign strategy of providing consumers maximum flexibility and convenience when it comes to purchasing and viewing their favorite films.

- President, Home Entertainment Division

Key Challenges

The entertainment brand was releasing one of the most talked about films in the past year, and wanted an innovative mobile campaign to complement its online goals: drive awareness and conversions. They were looking for a mobile ad solution which could generate impromptu purchases and mindshare during the “pre order” period (as a predictor of future success), and then dynamically update on the “street” date to take live orders as well. Using Mobile ShopAds, the brand was able to satisfy its customers’ desire for speedy, convenient purchasing at the point of inspiration, and in doing so, exceeded its own expectations.

Media Plan

Offer: Pre-Order and Buy Now new DVD release for mobile users

Target Audience: 18-24 male demographic

Media: Run of ad network inventory on mobile game apps

Results

- ✓ Mobile ShopAd CTR **on par** with online CTR performance
- ✓ “Purchase Intent” **3X** higher than online performance
- ✓ Conversion Rate **exceeds** online performance
- ✓ Cart Abandonment Rate **on par** with online performance

Key Insights

Considering the smaller form factor and the need to use a smart phone keyboard for checkout, it was surprising that the overall conversion rate for the mobile campaign exceeded online performance. This is especially true when considering online shopping carts have had a 20 year “head start” in optimizing the checkout and cart process. Capitalizing on convenient, “on the go” mobile purchasing was a key driver in the higher than comparable online advertising conversion rates.

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