



## Adiquity's client airline increased its customer engagement by 25% using GeoSense

### BACKGROUND

One of Adiquity's premium clients is a multinational airline company. The airline is one of the youngest in India, and was looking to promote its brand in the Indian market. Being a low cost carrier the airline was focused to get maximum people on board and keep its flights full. However, as the airline's flights operated in only specific parts of India it wanted to target people living in those regions only. The airline was looking for targeted ads in four states viz. Tamil Nadu, Karnataka, Kerala, and West Bengal.

### SOLUTION

Adiquity's geo-locale specific targeting tool 'GeoSense' made it possible for the airline to target customers of its choice. One of the advanced features of GeoSense is 'City/State targeting' which enables targeting for specific cities and states. With the help of this, display

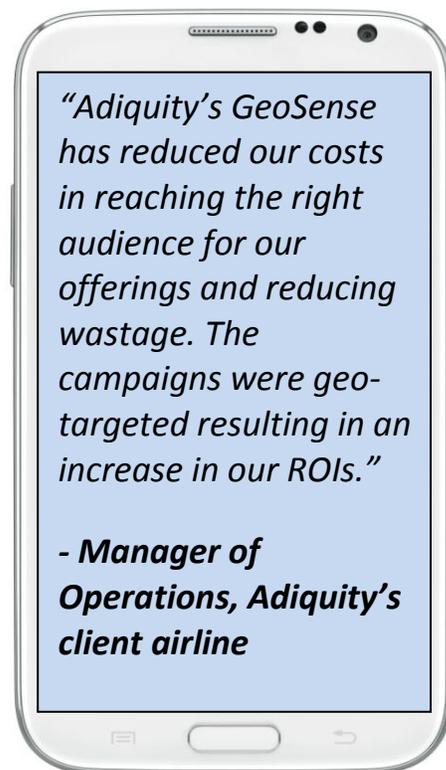
ads were targeted to people from those four states only. To further engage people with the airline, innovative display ads were developed to appeal to the customers, and the ad campaigns were extremely successful. These campaigns not only spread brand awareness for the airline but also fetched maximum conversions.

## RESULTS

With the help of Adiquity's GeoSense, the airline could target potential customers from its region of choice in India.

The airline witnessed a 25% increase in customer engagement for the same investments.

Adiquity's quality of reach went far beyond the client's campaign benchmarks and the client could successfully pull a high number of customers on board.



### About GeoSense

GeoSense is a product to enhance advertiser targeting options through geo-locale specific targeting. It's a combination of radial targeting, geo-fencing, and the ability to select cities and states. It interprets and analyzes the advertisers regions of interest, tracks mobile users location, and targets advertisers' campaigns. GeoSense reduces the costs for reaching the right audience and increases the ROI.

### About AdIQuity

Adiquity is a leading global mobile ads platform which enables advertisers, ad agencies, ad networks, RTB DSPs and other media buyers to acquire quality global mobile traffic. It also helps mobile app developers and publishers to earn high revenue from their mobile inventory. The platform currently manages more than 20 billion ad impressions per month from 200+ countries. It has 15000+ app developers/publishers and 100+ mobile ad sources as partners.