Adiquity's geo-targeting enabled its client telecom company to achieve a $0.22 eCPM and 15% higher CTR

BACKGROUND

A premium client of Adiquity's is an Indian multinational telecom services company operating in 20+ countries. It is one of the largest mobile operators in India and across the globe. The telecom company had signed a 3G intra-circle roaming (ICR) agreement with two other major telcos. This would allow the three operators to use each others' 3G spectrum in circles where they do not have 3G airwaves. The telecom company was looking to make a high impact announcement that seamless 3G access would now be available for its users in the earlier non-3G circles. They wanted to target people in Maharashtra (excluding Mumbai), Goa, Kerala, Kolkata, Gujarat, Haryana (excluding Gurgaon), Madhya Pradesh, and Uttar Pradesh-East.

"Adiquity has precisely geo-targeted the cities and states of our interest for a new offering. It was a successful campaign with minimal spillage."

- CEO, Adiquity's client telecom company

SOLUTION

Adiquity geo-fenced the client's regions of choice using GeoSense. The telecom company's target regions were fenced using the 'City/State targeting' feature, which enables targeting for specific cities and states. Adiquity created engaging messages and ad creatives for the campaign and those were displayed to people from the specified regions only.

RESULTS

The telecom company could successfully target people from regions of their interest using GeoSense.

The campaign witnessed a 15% higher user engagement rate than the average.

The client was able to achieve a $0.22 eCPM.

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.