Levi's

The Challenge

Levi's introduced a new line of jeans, "Curve ID", which distinguishes itself by using a new fit system based on shape, not size - allowing women to find their perfect fit and ultimately help them feel confident and sexy in their jeans.

Madison Communications, digital ad agency for Levi's, leveraged InMobi's mobile ad network to drive traffic to its mobile optimized site by specifically targeting women-related category sites (App/Mobile Web).

The Solution

InMobi ran banner ads targeted at Levi Strauss' target audience comprising women between the ages of 18-30. The ads were directed at multiple sites (both Mobile Web and In-App) that attract women within the specified age range.

InMobi also enabled Levi's to target only premium carriers and thus focus its ad-dollars exclusively on qualified traffic.

Campaign performance was optimized further by creating multiple ad-groups.

The Results

By over delivering on projected number of clicks (by > 10%), and by achieving a click-through-rate of 0.99% (above industry average), this campaign provided a good example of how brand advertisers could increasingly reach their target audience on mobile phones by making use of sophisticated demographic targeting as provided by InMobi.
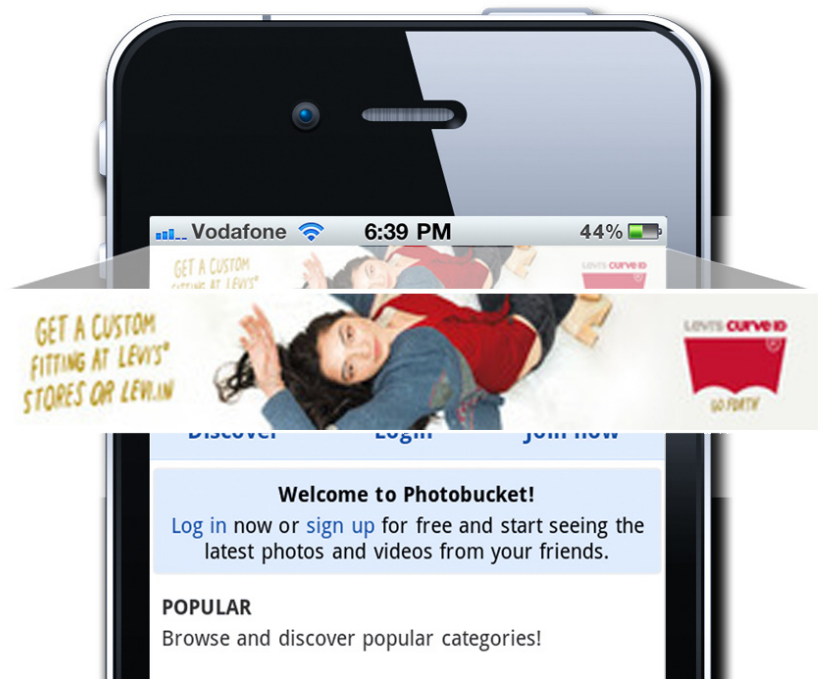
Levi's found all the right curves with InMobi

Target	Women, 18–30 years old
Platform	Smartphones (Android and iOS)
Objective	Generate awareness
Solution	Click-to-Mobile optimized site
Results	Avg CTR of 0.99%; high brand engagement

…this campaign provided a good example of how brand advertisers could now increasingly reach their target audience on mobile phones by making use of sophisticated demographic targeting as provided by InMobi.

INMOBI