AdNear Case Study
BOSE - India

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Audience targeted Mobile Ads powered by AdNear help Bose target air travellers and affluent audiophiles in India for its new product launch.

CHALLENGE:

Bose was launching a revolutionary new technology: in-ear noise cancelling earphones. Priced at over USD 300, this was a premium product aimed at affluent audiophiles and frequent air travellers.The objective was to drive awareness in this audience in the most personal way - Mobile.

SOLUTION:

AdNear built a customised mobile audience for Bose targeting Affluent & Travellers, who were:

- Present within a 500 meter radius of all airports in India
- Visiting 5 star hotels in the vicinity of airports
- Living in the top 10 percentile of Residential areas

Additionally, the user had to be on an Android smartphones or an iOS device to be eligible to see the Mobile ad.

If a user would qualify for these targeting parameters, he would be shown a Bose ad on accessing any of AdNear's 40,000+ partner apps on Android and iOS.

On clicking the in-app banner, the user would see a dynamically generated landing page with the address of the Bose store nearest to the user at that point in time.

RESULT:

OVER 5000 CLICKS DELIVERED PER DAY

Intelligence of top performing retail stores by reach and by response rate shared with the client.

BOSE®

CAMPAIGN SUMMARY

Location:
India

Objectives:
Drive awareness of New Product Launch with New Technology amongst target audience.

Solution:
Target audience of affluent & air travellers shown In-App ads with product details which directed to landing page which had address of the nearest Bose store.

Ad Format:
Dynamic location based banners and landing pages

Platforms:
Smartphones, Tablets on Android and iOS

AD CREATIVES »
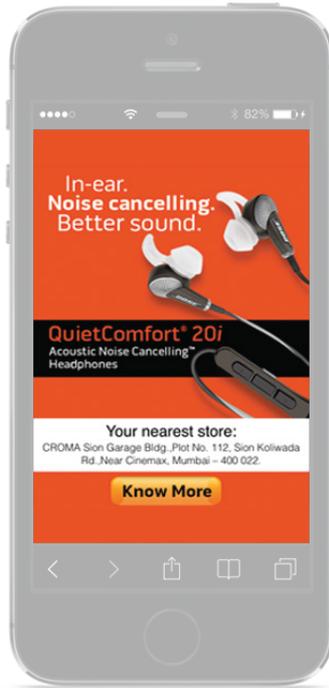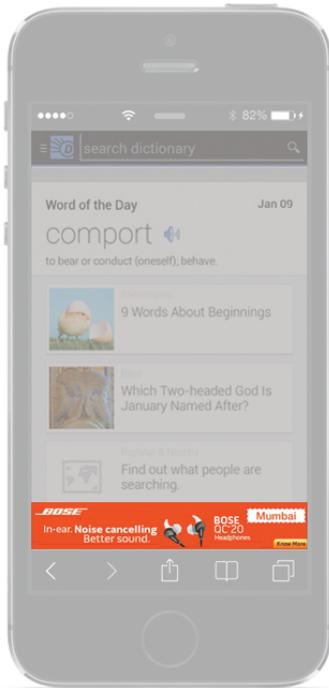
Address of the Bose store nearest to the user is automatically displayed on the LP

HEAT MAP »
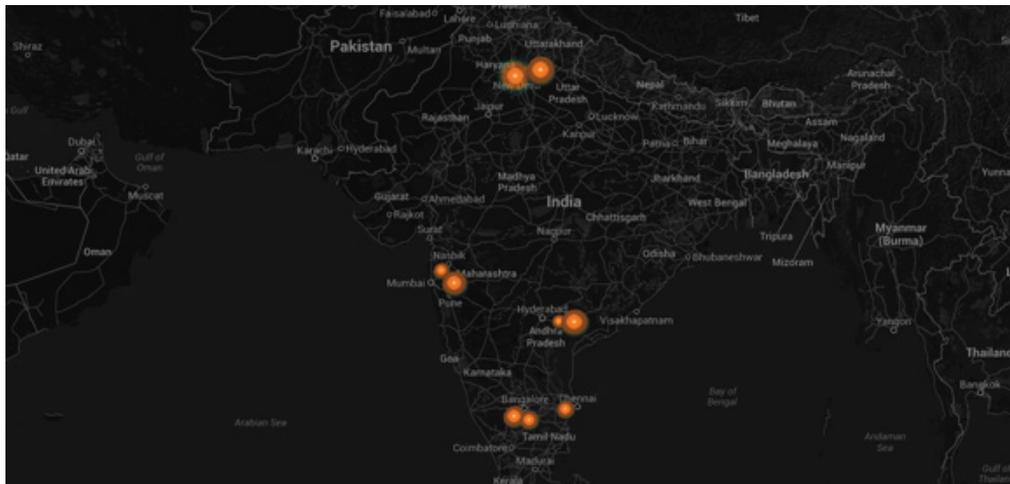
ABOUT ADNEAR

AdNear is a big data company that leverages geo-location to drive superior ad targeting across mobile devices. We believe that historical location data combined with content behavior gives us the most powerful audience insights.

We continuously strive to innovate and develop advanced technologies that help us break the boundaries of mobile advertising. Our advertising platform is built on top of proprietary hybrid geo-location platform, giving us the strength of location awareness on phones without the need of GPS or operator assistance.

AdNear is headquartered in Singapore and backed by investments from Canaan Partners and Sequoia Capital. We have operations in Singapore, USA, India, Australia & Indonesia.