

The Challenge

Econtact Pro is an iPhone app for enterprise users who want a simple way to organize their business cards and create a digital library of contacts from them. After launch, the app was featured by Apple and downloads were strong. But once the initial excitement around the launch faded, and a few competitors entered the space, Econtact Pro needed to respond in order to keep their app top of mind with their target customers.

The Solution

As part of an integrated marketing campaign which included email and social media, the InMobi ad network was selected for its ability to reach the proper target segment and drive app downloads. InMobi's handset targeting allowed eContact to Pro target enterprise users on the iPhone platform. Sophisticated self service tools enabled them to closely monitor the campaign and ensure they hit their CPA.

The Results

Julian Nachtigal the marketing manager for Econtact Pro said, "The InMobi platform clearly drove downloads of our iPhone app and functioned as an essential direct marketing tool for us. During the campaign Econtact Pro saw up to a 50% increase in downloads." Econtact Pro was satisfied with the results and plans to use InMobi in the future to promote new apps.

Econtact Pro iPhone app sees up to a 50% increase in downloads with InMobi

Objective	Drive app downloads
Target	Business professionals and enterprise users
Solution	Text and display ads
Platform	iPhone only
Results	50% increase in app downloads



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Julian Nachtigal, Marketing Manager, Econtact Pro