

The Challenge

Close Up is a popular Unilever brand of toothpaste and is the number one or two toothpaste brand in over 50 different global markets. Unilver brand managers in saw a unique opportunity to leverage the power of InMobi’s mobile advertising network to reach the youth demographic.

The Solution

As part of their new “Hook Up” promotional campaign Close Up selected InMobi for it’s sophisticated handset targeting. Display ads drove users to a WAP landing page where consumers could enter a Blackberry phone sweepstakes and share their “Hook Up” stories through a Close Up Facebook page.

The Results

“InMobi clearly demonstrated their ability to drive strong results. We saw a 45% increase in CTR, peaking at 0.2% after campaign optimization. ” said Unilever marketing manager. “InMobi also allowed us to easily combine mobile ads with our social media campaign, a truly winning combination. ”

Close Up increases CTR by 45% after optimization with InMobi

Objective	Build Awareness
Target	Young men and women
Solution	Display ads and sweepstakes
Platform	Smartphones and feature phones
Results	45% increase in CTR



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Unilever Marketing Manager