

The Challenge

Optus recently launched a number of digital life products to deliver additional value adds services to their customers. However, as part of the product launch, they were struggling to promote the new products and applications to their own customers in a cost effective manner.

The Solution

Leveraging the scale and reach of the InMobi network, Optus was able to target their own customers to promote the Optus Smart Safe application with a direct call to action to download the app. Given that the application was only available to Android, Blackberry, and Symbian customers, Optus was able to leverage precise targeting functionality to ensure their marketing budget was reaching the right customer.

The Results

The Optus Smart Safe mobile campaign was successful in delivering the marketing message to the right customer within the right channel. Overall, the Optus Smart Safe campaign achieved a CTR of 0.94%, with a peak CTR of 4.5% – far above industry average. This was achieved with driving a very strong FREE message in the creative.

Optus reaches their target audience with strong, effective creative

Objective	Build awareness and drive app downloads
Target	Optus customers on specific handsets
Solution	Display ads, linking through to App store
Platform	iOS, Android, Symbian and Blackberry smartphones
Results	0.94% CTR, with a peak CTR of 4.5%



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