

### The Challenge

Optus recently launched a number of digital life products to deliver additional value added services to their customers. However, as part of the roll out, 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 Go Places application with a direct call to action to download the app. Leveraging precise targeting, Optus was able to create different call to actions depending on the device. For iOS devices, the free turn by turn navigation functionality was promoted, whereby on Android devices, the restaurant reviews and vouchers were promoted.

### The Results

The Optus Go Places mobile campaign was successful in delivering the marketing message to the right customer within the right channel. Overall, the campaign achieved a CTR of 0.9%, with a peak CTR of 1.65%. The campaign assisted in driving the application into the Top 100 list and #1 in the navigation category on the app store, allowing for organic growth to occur.

## Optus Go Places reached #1 in the Navigation category on the App Store

<b>Objective</b>	Build awareness and drive app downloads
<b>Target</b>	Optus customers on specific handsets
<b>Solution</b>	Display ads, linking through to App store
<b>Platform</b>	iOS, Android, Symbian and Blackberry smartphones
<b>Results</b>	0.9% CTR, #1 in the Navigation Category on the iOS app store



The campaign assisted in driving the application into the Top 100 list and #1 in the navigation category on the app store, allowing for organic growth to occur.