

### The Challenge

Radio Alarm, is a classic style radio and alarm clock app. Well-known in the US, Japan and Europe, its popularity in Korea is limited. InMobi created a rich media mobile campaign for the app to increase awareness and drive downloads of the free trial version, which is used a gateway to convert users to the paid version.

### The Solution

An expandable ad was created that used the accelerometer feature of the iPhone, which was activated when a user shook their phones. It demonstrated a key function of the radio alarm app and aroused a user interests by creating a highly engaging mobile ad, the first of its kind in Korea. Specific segments were targeted and the campaign was optimized based on downloads and other feedback.

### The Results

Mr. Goh, Marketing Manager for Radio Alarm at Ensignt Media said, "Instead of a simple banner ad, expandable ads were used and users showed a great interest and had a higher engagement rate." The campaign had an impressive CTR of 2. The download rate of the app increased by 26% and Sales also increased by 75% during the campaign. The Radio Alarm App reached a #1 rank in the Korean App Store.

## Radio Alarm, the first rich media ad in Korea, reaches the number one slot for paid apps in iTunes Korea with InMobi

<b>Objective</b>	Drive app downloads & brand awareness
<b>Target</b>	iPhone users aged 20 to 50
<b>Solution</b>	Motion sensor function
<b>Platform</b>	iOS
<b>Results</b>	Ranked #1 among paid apps in Korean app



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