

**The Challenge**

United Nations Children’s Fund (UNICEF) is a global organization with operations in 190 countries. Its mission is to build a world where the rights of every child are realized. As part of its campaign to raise awareness about the benefits of exclusive breastfeeding of children, InMobi donated media for a mobile ad campaign across Indonesia.

**The Solution**

Mobile display ads were targeted at specific content categories. Users who clicked through the banners were sent to a mobile landing page. This page was used to collect the name, email and phone number of users. Communication materials were then sent to this list and it was immediately followed by phone to raise fund for UNICEF.

**The Results**

Liem Ay Ling from UNICEF Indonesia said, “InMobi’s scale and understanding of mobile market in Indonesia was essential to the success of this campaign. We saw impressive results including a peak CTR of 0.31% and a conversion rate of 6% after optimization.”

# Unicef achieves a 6% conversion rate for its breastfeeding awareness campaign with InMobi

<b>Objective</b>	Increase awareness and lead generation
<b>Target</b>	General public, 25 and above
<b>Solution</b>	Display ads and lead gen campaign
<b>Platform</b>	Feature phones
<b>Results</b>	6% conversion rate



“ InMobi’s scale and understanding of mobile market in Indonesia was essential to the success of this campaign.

Liem Ay Ling, UNICEF Indonesia