

The Challenge

The Intel Corporation is a global leader in technological innovation and is known for producing computer processors used in the majority of PCs and other devices sold in the world. For the launch of their new Intel® Core™ processor family, they selected the InMobi network to run a mobile campaign. The campaign was designed to increase purchase intent and awareness of Intel products.

The Solution

Display ads were developed that helped convey the benefits of the new Intel® Core™ processor family. Users who clicked through the banners were sent to a WAP landing page. This page helped demonstrate the benefits to consumers. DoubleClick was integrated to allow Intel marketers to track the performance of the campaign with their existing DoubleClick account.

The Results

Jayant Murty from Intel said, “InMobi’s handset targeting allowed us to optimize by device, which helped drive strong results on Nokia handsets. The CTR peaked 0.21% and over 20 million impressions were delivered, results that we were very pleased with.”

Intel drives awareness and increases purchase intent with InMobi

Objective	Increase awareness and purchase intent
Target	Men 18 to 45
Solution	Display Ads
Platform	Feature phones
Results	Peak CTR of 0.21%



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Jayant Murty, Intel