



The Challenge

Thailand is a world renowned vacation destination, known for its white sand beaches, crystal clear water and year round tropical climate. The Tourism Authority of Thailand selected InMobi as a part of their ongoing campaign to promote tourism to their country. Reaching the right demographics was going to be key to the campaign's success.

The Solution

Display ads were developed with creative that depicted popular tourist attractions throughout the country. Verticals such as news, sports, lifestyle and entertainment were targeted and Facebook social media integration was provided through a WAP landing page which helped extend the campaign's reach.

The Results

Kitsana Kaewtumrong, Director of International Advertising Publicity Division said, "InMobi made integration with Facebook simple. Social media is a very cost effective way for us to extend the reach of our advertising efforts. We were very happy with their customer service as well."

Thai Tourism board drives thousands of users to their Facebook page with InMobi

Objective	Increase awareness and lead generation
Target	Men and women ages 23 to 55
Solution	Display ads and lead gen campaign
Platform	Feature iPhones
Results	Peak CTR of 0.21%



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Kitsana Kaewtumrong,
Director of International Advertising Publicity Division