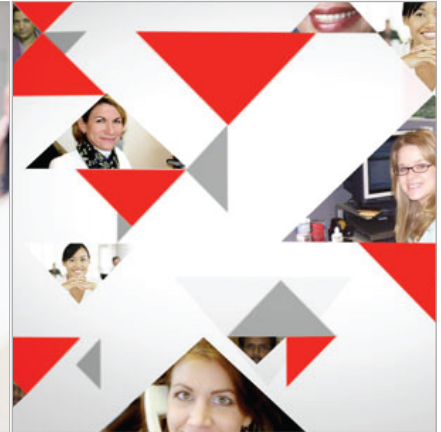


AdNear Case Study

HSBC PHILIPPINES



Location & Audience Targeting by AdNear help HSBC promote the benefits of its Credit Cards through Mobile Advertising

CHALLENGE:

HSBC wanted to reach affluent on content apps to promote its tie-ups with various partners in different sectors- travel, shopping, dining etc to offer benefits to existing HSBC credit card holders. They wanted to do the promotion within 20-50m of key business districts, premium residential areas and partner establishments.

SOLUTION:

AdNear did location, audience & app targeting for HSBC. The affluent up to 60 years of age were reached out on premium content apps on travel, shopping and food. The creative led the user on a landing page, which highlighted the benefit of using the HSBC card at its partner establishment.

RESULT:

HIGH CTR OF
1.56%

HSBC saw high engagement of 1.56% CTR through the targeted campaign.



HSBC

CAMPAIGN SUMMARY

Location:

Philippines

Objective:

Promote the benefits of holding a HSBC credit card to specific audiences in specific locations on premium apps

Solution:

Affluent targeted near premium business & residential districts, and also near partner establishments where they can avail the offers on the HSBC credit card



Ad Format:

Interstitial Ads



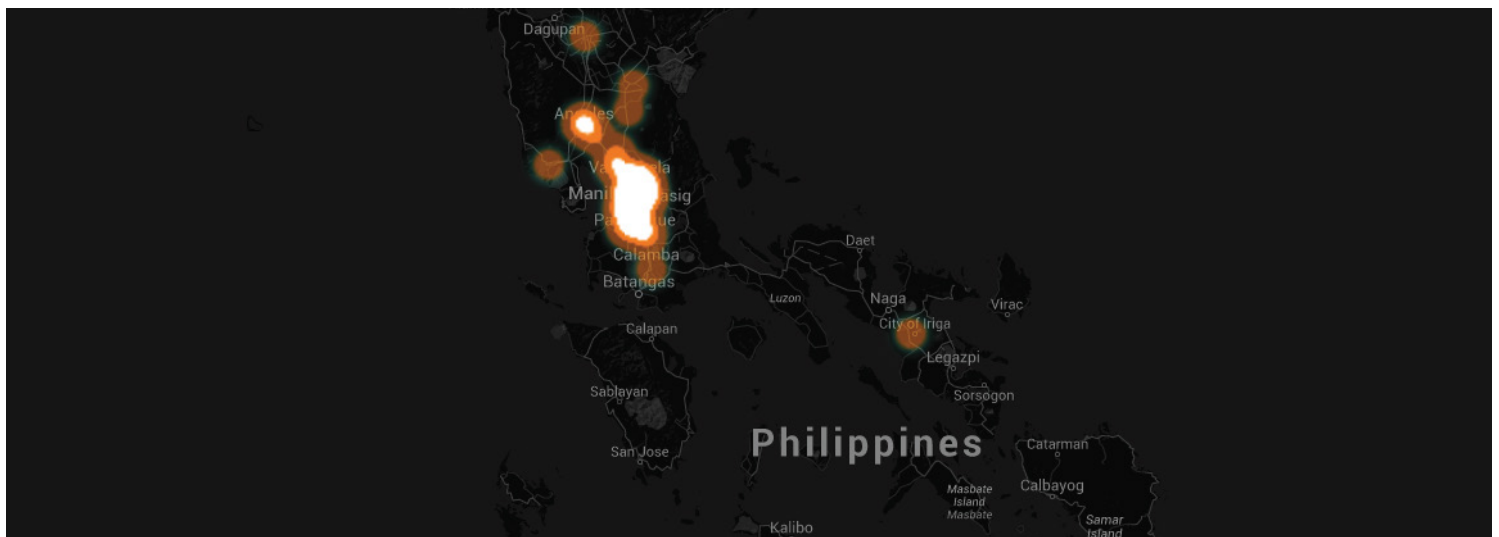
Platforms:

Smartphones, Tablets

AD CREATIVES >>



HEAT MAP >>



ABOUT ADNEAR

AdNear is a big data company that leverages geo-location to drive superior ad targeting across mobile devices. We believe that historical location data combined with content behavior gives us the most powerful audience insights.

We continuously strive to innovate and develop advanced technologies that help us break the boundaries of mobile advertising. Our advertising platform is built on top of proprietary hybrid geo-location platform, giving us the strength of location awareness on phones without the need of GPS or operator assistance.

AdNear is headquartered in Singapore and backed by investments from Canaan Partners and Sequoia Capital. We have operations in Singapore, USA, India, Australia & Indonesia.