

AdNear Case Study

Mentos

PHILIPPINES



Mentos uses Location & Audience Targeting by AdNear to drive traffic to offline stores & its Facebook page.

CHALLENGE:

Mentos wanted to drive traffic to Watsons, a key offline store for them and their own Facebook Page. They were running a promotion where buying a Mentos could make a consumer stand a chance to win tickets to The Amazing Spiderman 2, if he filled up a form at Watsons.

SOLUTION:

AdNear ran Location & Audience targeted Mobile Ads for achieving the two objectives:

Driving traffic to Watsons:

Mobile Ads were shown near Watsons where consumers could purchase Mentos at Watsons, fill up the form and be eligible for the tickets via a lucky draw.

Drive traffic to its Facebook page:

Mobile Ads were shown to the target audience - Youth, especially females across Metro Manila with a famous actor on the banner. On clicking, the user is taken to the Facebook page with the actor's video.

RESULT:

HIGH CTR OF
1.06%

seen for store campaign driving traffic to Watsons. CTR for the Facebook traffic campaign saw a **lift of 30%** over regular campaigns.



mentos

CAMPAIGN SUMMARY

Location:

Philippines

Objective:

Drive Offline Store traffic & Facebook Page visits to promote free movie offer.

Solution:

Location targeting to drive traffic to offline stores & Audience targeting to drive Facebook page visits.



Ad Format:

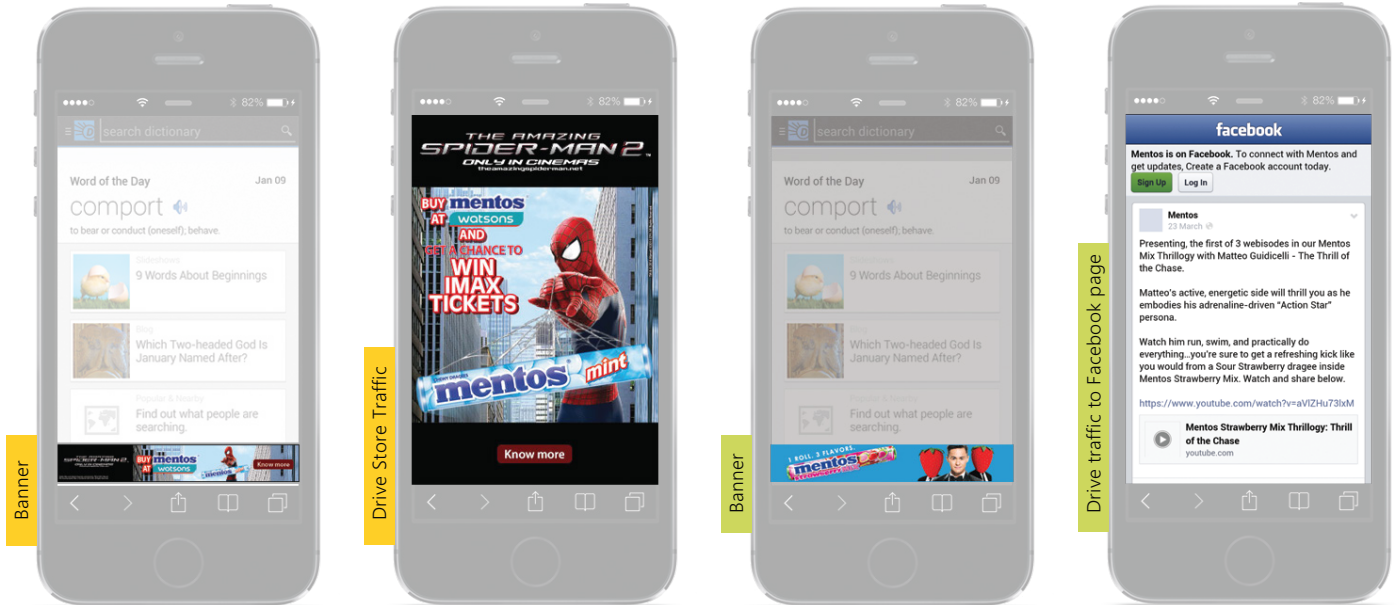
Banner to Landing Page



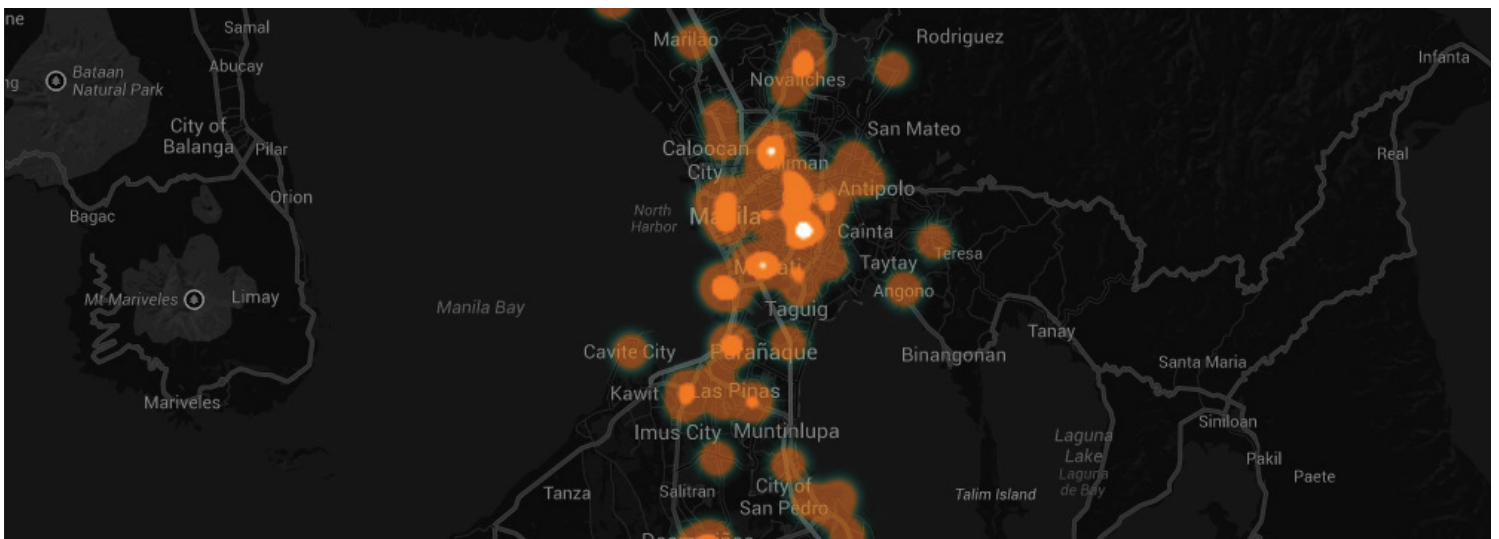
Platforms:

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.