

DMG Case study: Mobster

Challenge

Mobster Ltd, a mobile content entertainment company, wanted to attract new users in the Dutch market, while meeting profitability targets.

Strategy and Solution

DMG decided the best way to sell mobile content is to give potential buyers a taste of the mobile app by interacting with the ad. Their creative division created an HTML5 version of the static JPEG landing page, so viewers could see the app fully animated. As a result, conversions were increased by 58%.

DMG improved results even further by using Traffiliate for Mobile to identify and target the most profitable users.



Results

- Rich media landing pages performed far better than the static versions, boosting conversion rate by 58% in just 3 weeks.
- Using Traffiliate for Mobile to optimize traffic, the total amount of conversions increased by 193.8%.

As a result, DMG was selected to boost results for several additional mobile apps, and is still running the X-Ray scanner campaign for the Dutch market today.

"DMG has demonstrated its ability to significantly improve ad effectiveness using its creativity, expertise and technological know-how. By developing innovative HTML5 Landing Pages which were specially created for our campaign, DMG succeeded in increasing our conversion rates by 58% in just 3 weeks!"

**Gerard de Lange, Mobile Marketer,
Mobster Ltd.**

