

## Case study



## Major automotive brand drives 150,000+ dealership visits in two months with native ads on MoPub

### Challenge

A major automotive brand wanted to increase awareness for their brand and drive visits to local car dealerships.

### Results



Reached consumers on more than **21.8 million** unique devices



Over **32 million** total impressions served



**3.53%** click-through rate



**150,000+** dealership visits in two months



**.43%** dealership visitation conversion rate

### About Adelphic

- Mobile demand-side platform, headquartered in Waltham, MA
- Support all major mobile in-app ad formats

### Goals

Run a campaign for a major automotive brand to increase awareness for their brand and drive visits to local car dealerships.

### Strategy

The automotive brand partnered with demand-side partner Adelphic (@AdelphicMobile) to run their campaign. Adelphic knew they could reach their client's target audience in mobile apps, and they wanted to connect with this set of consumers with engaging, content-driven experiences in order to drive people to visit dealerships and purchase a new car.

*"Native ads help our clients reach consumers with effective messaging that drives results and positive brand perception — while not diminishing those consumers' in-app experiences. MoPub Marketplace gives us access to high quality native ad supply at scale so we can reach the right audience with a high degree of brand safety."*

- Michael Collins, CEO of Adelphic

To achieve these goals, Adelphic chose to run the automotive campaign with native ads on MoPub Marketplace. Native ads allow brands to reach people unobtrusively, by highlighting ad creatives while matching the look and feel of surrounding app content. And even though every app on MoPub Marketplace has its own look and feel, MoPub's native ads offering enabled Adelphic to use a single set of creatives that automatically re assembled to match the interface of each individual app with no additional work required.

*“MoPub Native Ads proved to be the best solution for advertising on behalf of a major automotive brand because of the amount of scale they provide for this type of ad unit. Delivering quality performance and achieving brand results through these kinds of well-matched partnerships is a win for everyone involved.”*

- Michael Collins, CEO of Adelphic

The automotive brand also partnered with location-based attribution provider Placed (@Placed) to assess the campaign's impact on foot traffic to dealerships.

## Key results

By working with Adelphic and Placed to run their campaign on MoPub Marketplace, the automotive brand was able to reach the right audience with the right message, right where consumers spend their time: in mobile apps. The campaign grew brand awareness and drove the target audience into dealerships. In just two months, the campaign reached consumers on more than 21.8 million unique devices with over 32 million impressions across native ad inventory on MoPub.

Brands work with DSPs like Adelphic to drive marketing success on MoPub Marketplace using native ads. 76% more DSPs bought native ads on MoPub in Q4 2015 vs. Q4 2014, as click-through rates on native ads increased by 128% in the same period.

# 150K+

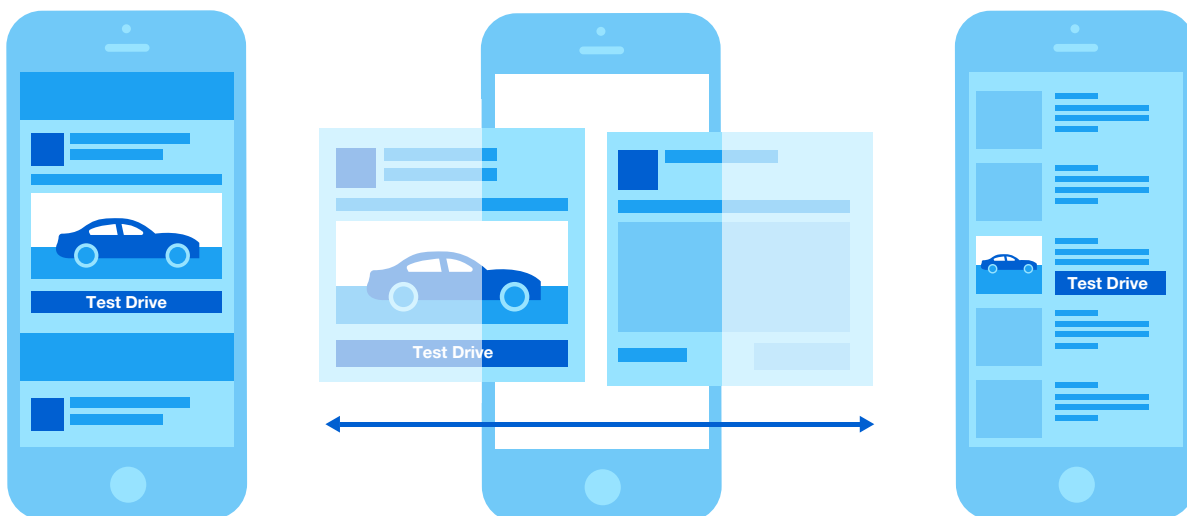
Dealership visits in two months

# .45%

Dealership visitation conversion rate

# 3.53%

Click through rate



MoPub, a Twitter company, is the trusted, mobile-first monetization platform that powers a high-growth revenue strategy for mobile app publishers. MoPub's platform ensures publishers earn more revenue by combining powerful ad serving, flexible network mediation controls, rich ad formats, and access to the one of the largest sources of advertiser demand, MoPub Marketplace. MoPub Marketplace provides mobile publishers with unparalleled programmatic revenue and highly relevant ads by enabling buyers such as demand side platforms to reach a high quality audience on mobile apps through a powerful interface, strict supply quality measures, and a transparent bidding experience. MoPub's world class service and years of proven expertise benefit both publishers and DSPs with insights to grow their businesses and adapt to their changing needs.

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