

Case Study : Mobile VOIP App Provider Chooses Adfonic to Drive App Downloads



Opportunity

FooCall is a new service that offers consumers a very low cost international calls. FooCall's new iPhone application, brings this service to iPhone users.

FooCall chose Adfonic to build its iPhone customer base and position in the Apple App Store. The higher ranking within the App Store, increased FooCall's visibility and discovery by users on their iPhone and desktop.

Solution

FooCall accessed Adfonic's self service platform to target potential consumers with iPhone devices in the UK. Promoting their new service through standard mobile display units across Adfonic's publisher/application partners, FooCall were able to monitor click through rates and downloads of their application. Adfonic further increased relevancy of the campaign by prioritising campaigns against sites and apps where there was a match on keywords or tags (e.g. "telephone", "Wi-Fi", "voip")

Results

The campaign boosted the clients Apple App Store ranking by 100 places in 3 days; app moved from position 112 to 12 within its category whilst the client commented that this was their most successful iPhone campaign to date.

Throughout the campaign FooCall had total control via Adfonic's self-service platform. Moreover, they were able to optimise through real-time reporting and analytics on which creatives were working the hardest for them.

Adfonic : Specialists in Mobile Advertising Solutions

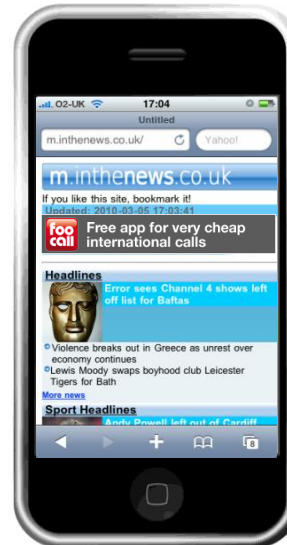
Adfonic is a web based self service mobile advertising marketplace connecting advertisers with publishers. Advertisers can create, buy and control their mobile advertising campaigns in real time using Adfonic's comprehensive campaign management tools. Publishers. including mobile sites and applications generate revenue from targeted display advertising..



Click on banner

through to app store

install for VOIP calls



Client Testimonial

"Adfonic's self-service portal allows us to set-up and deploy a campaign in minutes. Their global marketplace offers quality inventory that has delivered exceptional results, demonstrating just how effective this channel can be for customer acquisition." **Marketing Director, Mobile VOIP Client**