



## **Example LBA** **GETTINGS**



### **Assignment**

- Gettings is the foremost mobile location based service provider with the biggest range of customisable special offers which can be focused on customers' specific needs (place and demand).
- Aims: To establish the brand and recruit customers in the Rhine-Ruhr district by advertising the free gettings app in this region and generating maximum download figures there.

### **Implementation**

- Controlling of the campaign with targeting for iOS and Android devices as well as for the Rhine-Ruhr district.
- Direct linking to the App Store after tapping on a banner ad
- Campaign duration: 3 months

### **Results**

- The app was kept in the overall Top 200 throughout the campaign period and hence in the visible area of the Lifestyle/Free category.
- Highest position: no. 16
- The app generated so much attention that it appeared in the 'What's Hot' category.

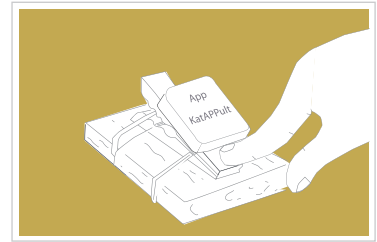


## **CUSTOMISED MOBILE SOLUTIONS**

to promote a brand an app or cultivate an image

### **KatAPPult**

- Guaranteed top 25-placement in the respective category of the Apple App Store.
- Accelerated product selling effect due to an increased visibility (Downloads increases up to 400%)
- Only for free Apps in the App Store



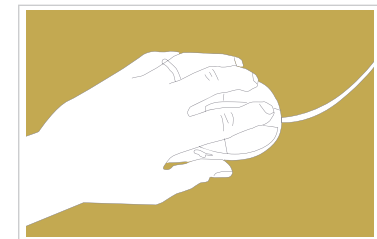
### **Location Based Advertising (LBA)**

- allows a targeted location-based delivery of mobile advertising campaigns
- precise location of up to 50 meters
- individual positioning of cities, provinces or regions



### **Click-to-response campaigns**

- potential customers can easily and conveniently get information or contact the advertiser or information (e.g. call center)
- depending on the setting of the advertising material or a corresponding button on the mobile landing page initiates a telephone call (click-to-call), an SMS (-to-SMS) or an E-mail (-to-e-mail)
- no media disruption
- can be delivered timed



### **About madvertise**

We are the leading expert in marketing of mobile websites and Apps in Europe.

Our self developed server technology allows advertisers extensive coverage for display campaigns, innovative Rich-Media formats and performance influenced App-Marketing with guaranteed success.

With madvertise you have access to our global partners in over 50 countries with over 1.4 billion PI.