



## Example CPC und Landingpage Das Örtliche

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### **Assignment**

- Advertising the DasÖrtliche iPhone app including a raffle

### **Implementation**

- Creation and hosting of a landing page optimised for the iPhone
- Targeting for iPhones
- Conversion of the raffle video into a format suitable for the iPhone
- Direct linking of advertising to the mobile landing page

### **Results**

- Generated awareness for the iPhone app
- Increased downloads
- Higher visibility in the App Store

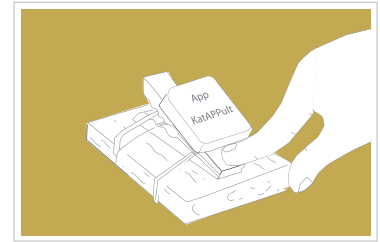


## **CUSTOMISED MOBILE SOLUTIONS**

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



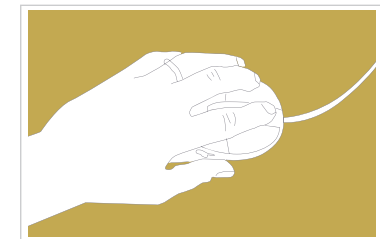
### ***Location Based Advertising (LBA)***

- 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.