

Case Study

Max Factor

Max Factor is a brand with a strong heritage rooted in make-up artistry. It was founded over one hundred years ago by Mr. Max Factor, a leading make-up artist with a passion for creating innovative products that enabled women to achieve their glamour potential.

MAX FACTOR 

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Campaign Objectives



Drive purchase intent and brand recall.
Promote the new offer.
Target audience in real time at specific locations with tailored messages.
Drive footfall to the respective geo fenced outlets.

Duration



1 Month

Measurements



Click through rate
Post click engagements

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Solution

Interactive Rich Media and Geo Plus.

Targeted users were encountered with various attractive call to action mobile ad placements which all led to the special rich media execution.

AdFalcon team designed a rich media ad to drive awareness of the new offer by Max Factor, applying the geo fencing targeting solution to reach mobile users at certain shopping malls in Saudi Arabia in real time with a customized and tailored message to attract relevant customers and drive footfall.

Measurements

 Number of impressions	+1,500,000
 Total Avg CTR%	0.90%

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Screenshots

Click here to view the ad



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Screenshots

