



Case Study

Getmo – Mobile Content Distribution



GetMo is one of the leading mobile content providers in the Middle East, GetMo has a wide range of mobile content that's highly demanded in our region including (ring tones, games, wallpapers, mobile themes ...etc.). They are keen on reaching to the right local audience and offer their content portfolio to increase revenues and awareness by signing up new subscribers from different countries and from specific Telco operators they work with.

Campaign Objectives

- 1- Generate more revenues by signing up new mobile subscribers in GetMo mobile value added services by targeting specific Telco operators ,specific operating system (Symbian) and specific device models
- 2- Create more awareness about the GetMo content quality in the region

Campaign Duration

Recurring campaign every month

Measurements

- 1- Daily measurements of Click through rate
- 2- Daily measurement of mobile impressions from specific Telco operators and specific devices





How it worked

more than 10 different animated banners were served on AdFalcon advertising inventory (games, social network, entertainment, video streaming ... etc.)

Users clicked on the banners and were taken straight through the mobile WAP registration page developed by GetMo.

The Results

Served page impressions per month	Overall Campaign CTR
More than 7 million page impressions	1.5%