



Case Study

UMNIAH Mobile Company (Blackberry Offer)



UMNIAH Mobile Company is one of the leading Telco operators in Jordan; they had various contacts with their subscribers and potential customers through channels such as print, website, radio ...etc.

UMNIAH was keen on promoting their blackberry new service to their customers and other interested customers from competing Telco operators in Jordan.

Campaign Objectives

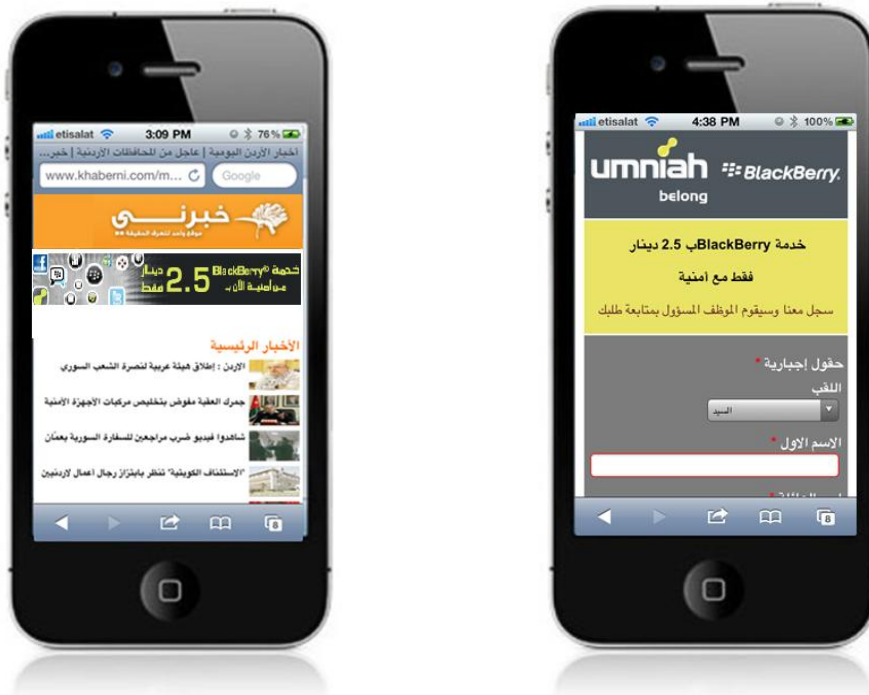
1. Create more brand awareness about the new Blackberry offer
2. Generate sales leads via compatible mobile registration form that works across all handsets
3. Target smartphone users from other competing Telco operators in Jordan

Campaign Duration

3 weeks

Measurements

1. Daily measurements of Click through rate
2. Daily measurements of generated leads (number of interested customers who actually registered in the offer) via mobile registration form that has been developed, launched and hosted by AdFalcon





How it worked

UMNIAH new Blackberry Banners were served on top premium mobile sites in Jordan along with top mobile applications that are massively accessible by mobile users in Jordan. Users clicked on the banners and were taken straight through the mobile registration landing page

The mobile registration form collected the following key customer details:

- 1- First name and last name
- 2- Mobile type
- 3- Mobile number
- 4- Email address

Once interested users filled-in the mobile registration form a new sales lead has been registered with all details and accessed by UMNIAH sales team every 24 hours

The Results

Unique visits to UMNIAH Blackberry mobile registration form through the AdFalcon Campaign	Overall Campaign CTR	Leads received	Registration rate
3,157	0.5%	145	Around 5%