

Dating site targets love-seekers by city location on mobile



About Lovestruck.com

Lovestruck.com is one of London's leading dating websites, offering single people across the UK the chance to arrange dates using their mobile phone.

- www.lovestruck.com
- HQ: London, UK

"At the turn of the year, mobile marketing wasn't even on our radar. It is now our most important route to market as ROI is very compelling."

—Brett Harding, managing director, Lovestruck.com

Goal

The free Lovestruck.com mobile app uses location-based technology to give iPhone and Android users the opportunity to organise dates with potential matches who are in close proximity.

Lovestruck.com wanted to increase their users in the London area through promoting the download and use of their iPhone app.

Solution

Lovestruck.com turned to mobile media agency Fetch Media and the AdMob mobile advertising network, part of Google. As Lovestruck.com only wanted to promote the app to Londoners, a first-of-its-kind geo-targeted campaign, which targeted users based on their real-time location, was developed to target single, young professionals in London with iPhone and iPod Touch handsets. Banner ads were placed on the AdMob network. Users simply had to click on the banner and they were instantly taken through to the download page for the Lovestruck.com app.

Result

The campaign provided a far greater return on investment for Lovestruck.com than a traditional national mobile ad campaign, as it was able to handpick who it targeted. Originally the campaign budget was \$5,000 per month, with a target Cost Per Download (CPD) of £5. As results far exceeded expectations - CPD's were more than 75 per cent lower than expected - Fetch Media were able to immediately scale the campaigns on the AdMob network, increasing budget by more than 60 per cent. Lovestruck.com was so happy with the results of the campaign that it has increased its spend on mobile, which now accounts for 40 per cent of its marketing budget.

The off-the-chart success of the campaign in London has led to similar geo-targeted campaigns being rolled out to young single professionals in Singapore and Hong Kong.

