

AdMob helps drive downloads of woZZon Android app with city level geo-targeted campaign



About woZZon

- woZZon is one of the largest events listings databases in the UK and offers information to its users on film, theatre, gigs, exhibitions, comedy, clubs, dance, opera, family days out and community events.
 - <http://www.woZZon.com/>
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Goal

Available for access on the internet or via its iPhone, Android, or Nokia application, the woZZon search engine trawls for information on real events taking place around the UK. Users are also able to search by individual categories, date, or location using the application's embedded map. In February 2010, it launched its Android application to accompany the already successful iPhone application and it turned to Google and their AdMob mobile advertising network to drive downloads of the app throughout the UK, increase the UK chart position of the app in the Android charts and generate brand awareness amongst potential users. woZZon had already used the AdMob network in 2009 to promote the launch of its iPhone app and wanted a repeat of the success.

Solution

woZZon ran a targeted mobile advertising campaign on AdMob's Android network in the UK to boost the ranking of the Android application. Working with mobile specialist digital agency Yodel, woZZon placed banner adverts in existing Android mobile applications. Users simply had to click on the banner and they were taken directly through to the download page for the woZZon app. To highlight woZZon's unique local insight into events across the UK, targeted regional banner ads were created to offer localised messages based on city and various events categories. By using geo-targeting, woZZon was able to reach out to groups of localised users across the UK. Yodel and woZZon selected seven major cities in the UK to target: London, Leeds, Manchester, Edinburgh, Birmingham, Newcastle and Cardiff. Banner ads that appeared on Android phones in these cities displayed personalised content, for example - 'Free app for movies in London'. For Android users outside these cities, they were shown a slightly more generic banner ad, for example 'Free app for local movies'.

"We wanted to replicate the previous success we had achieved for woZZon on the AdMob network running the iPhone app campaign. Taking the previous campaign findings and overlaying a new Geo-Targeting level allowed us to improve upon our previous results & offered new insights into regional mobile activity."

—Justyn Lucas, managing partner, Yodel.

Result

As well as driving significant downloads of the application, the campaign provided insightful regional mobile advertising results. Over the course of a month, the Android application was downloaded 5,223 times and the campaign delivered 7,902,726 impressions from which there were 72,987 clicks. The campaign achieved a combined CTR of 0.92% and a conversion rate (CTD) of 7.2% (from click to download). On a regional level, woZZon was able to find out which city had the highest CTR. Compared to the average CTR of 0.92%, Cardiff achieved a far higher result of 1.69%. London, although a much larger city, saw a lower CTR of 0.87%. By using localised banner ads, woZZon was able to improve CTR and CTD rates by over 85% compared to running a national campaign.



Before the launch of the mobile advertising campaign, the woZZon app was 89th in the Android UK download charts. Throughout the campaign, the app rose to 11th in the travel download chart and it remained between 11th and 14th over the course of the month. As a result, woZZon is now experiencing more than double the amount of daily downloads than it did prior to the campaign launch.

“One of woZZon’s key strengths is the comprehensive coverage of the UK, not just London, so we were keen to see how we could get that message out, and jumped at the chance to pilot regional targeting on the AdMob network. It’s been a success and we saw a real boost in downloads of our Android app during the campaign. We’ll be rolling out more campaigns in the future.”

—Chris McCormack, managing director, woZZon
