

CASE STUDY Seattle's Best Coffee admob^{(("))}



“AdMob’s wide range of creative units truly brought our brand to life in mobile. Their solution made it simple to get started and measure success, and the Interactive Interstitial mirrored the PC experience, allowing our customers to get in to the campaign wherever they happened to be.”

Kristie Shields, Director of Media Strategy, Creature

GOAL

Seattle’s Best Coffee reached out to AdMob in Spring 2010 for their “Discover Your Inner Morning Person” initiative. The goal was to promote their new canned iced coffee beverages to select markets on the West Coast via an engaging and targeted cross platform campaign. They were primarily looking to reach adults 30+, a demographic consistent with the Smartphone audience, to drive awareness and trial of this exciting and delicious new beverage.

SOLUTION

AdMob worked closely with Seattle’s Best Coffee’s creative agency, Creature, to develop a variety of mobile ad units and an interactive landing experience compatible with thousands of mobile devices. The campaign included executions ranging from Standard Banners, Animated Multi-Panel Banners and Text Links, to Full Page Interactive Interstitials on Apple Devices and Expandable Banners running within Apple and Android applications.

RESULTS

- More than **139,000 users** were delivered to Seattle’s Best Coffee’s mobile site
- Full Page Expandable Units had an **interaction rate of 5.7%**
- Interactive Interstitials earned a **click-through rate of 5.4%**
- CPM placements averaged a **CTR of 0.9%**