



AFRICA

Closeup Reaches 43.27% Engagement Rate with InMobi and PHD Egypt



Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

Closeup, a Unilever brand, is the first toothpaste to combine the power of pastes and mouthwash in a revolutionary gel. With products ranging from anti-bac protection, natural whitening, and all-round oral care, Closeup aims to provide unmatched freshness that empowers everyone with the confidence to get close, as it fights for a world that is free to love.

The Highlights

43.27%

Engagement Rate (Global Benchmark 1%-2%)

1.69%

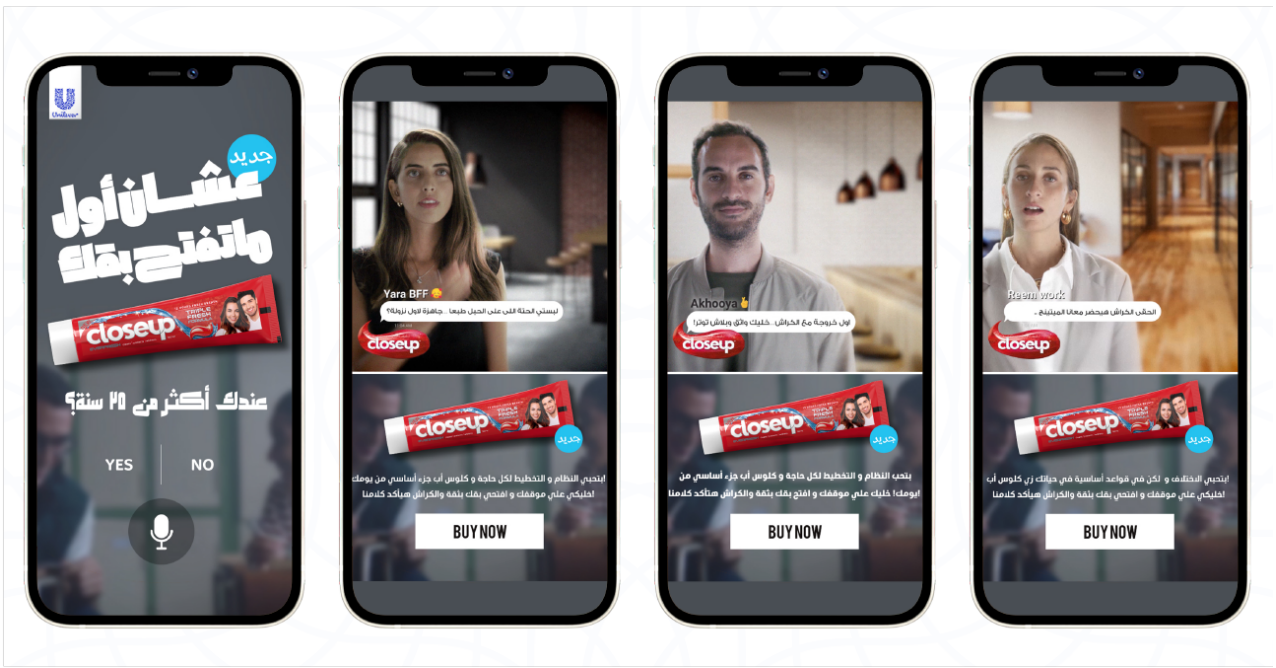
CTR (Global Benchmark 0.4%)

14.6 M

Unique Users

The Brand Objective

Closeup wanted to promote their new range with the triple fresh formula offering 3 main benefits: fresh breath, whitening and protection amongst younger males and females aged from 15 to 30 by using an innovative technology to serve key messages to 4 custom audience segments.



The Solution

InMobi came up with unique audio technology that included the use of keywords options to activate custom videos. This included rich media with a keyword detection ad unit with voice enabled in the form of Yes or No. Used InMobi SDK data to drive audience targeting which focused on showing custom ad units to 4 precise audiences: Generic Male Audiences and Female Audience, Women professionals, and Male fitness goers. Four different questions were asked to these audience segments, and based on their voice response of Yes or No, each response received a custom message along with a different video. The campaign was served in Arabic and focused on Egypt.

The Results

The unique gamified unit was a hit with OVER 14.6 Million unique users being served the ad. The campaign drove a 43.27% engagement rate, covering over 13 Million users who interacted with the ad unit post seeing it. There was an overwhelming volume of engagement. 48% of the users who tapped the first screen participated in interacting with the questions displayed related to triple fresh offering of Closeup. Through the campaign, the top performing audiences were lifestyle seekers, fitness enthusiasts and music & entertainment enthusiasts. Out of the total engagements, approximately 65% were attributed to music lovers followed by fitness enthusiasts (35%) and lifestyle seekers (15%). Through our InMobi SDK data and the results from the ad units, we were able to identify that majority of the engagements came from male users who were focused towards fitness and entertainment in comparison to female users.

Furthermore, over half a million users clicked on the exit link driving them to the landing page. InMobi ran a brand lift study through InMobi Insights that showcased that the Brand awareness improved among both genders but the consideration witnessed directional uplift among women. Post seeing the advertisement, those in the 25-34 age group had a higher consideration to purchase Closeup but the biggest jump to consider purchasing the product came the 14-17 year old users when compared to the controlled users.

