“Yalla Shoot!” - Asiacell scores a golden goal for brand awareness and app engagement

About Asiacell
Asiacell, the first mobile telecommunications company in Iraq, was established in Sulaymaniyah in 1999. In August 2007, Asiacell’s bid and won a 15-year national license, becoming the GSM telecom operator with the largest long-term network coverage in Iraq as the leading mobile telecommunications and digital services provider in Iraq, exceeding a subscriber base of the million customers.

The Brand Objective
Asiacell leveraged InMobi’s mobile programmatic expertise for the launch of our Yalla Shoot campaign. Our objective was brand awareness, and we wanted to connect and reach our target audience. We’re 100% performance driven, and results are always our primary focus – we were extremely pleased to see a significant full-funnel performance.

The Solution
In order to target prospective audiences, InMobi polygon mapped business and technology parks, malls, gaming parlors, and stadiums where football matches were played and built a lookalike audience list. The list contained people who have similar interests and behaviors to the audience we interacted with during the first month of the campaign. We used this strategy to reach new and high-potential users during the entire course of the campaign.

The game itself was simple but direct. Players were prompted to play 1 game. Play the penalty shootout and if you score a goal, you are immediately entered into a weekly draw. Post playing the game, users were directed to purchase a bundle – increased minutes, data, etc.

The Challenge
The challenge was to bring awareness and diverse distribution of the campaign itself and showcase the simplicity of entering the competition without complicated communication.

Understanding the media landscape and the target consumer mindset was key to identifying a balanced media distribution.

Diversification outside of the usual suspects was clear and therefore engaging with partners that understood the market and held valuable audience data segmentation was important. The aim was to enable a wider reach while delivering a differentiated consumer experience.

By partnering with InMobi, Asiacell was able to replicate the game experience, giving the consumer a ‘taste’ of the game and encouraging purchase-to-play.

The Results
At the completion of the campaign, total impressions reached 7.96M and with 1.8M unique users.

The unique gamified unit was split with more than 65% of unique users who played the game, and 7% who went to landing page to learn more.

Users of age group 18-35 interacted most with the ad unit. These included Arabs and Asian people, locals, expats, and residents with extreme interest in online games, entertainment, music, technology and playing sports (mostly football) as well as shopping enthusiasts.

This campaign was a huge success, yet again highlighting the power of in-app advertising as a medium – not to mention the potential around gaming-focused creative that is well executed and fun to play.

Thái, Chief Communications Officer

The Highlights

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTR ( taboo/normal vs. test)</td>
<td>4.63%</td>
</tr>
<tr>
<td>Engagement rate ( taboo/normal vs. test)</td>
<td>5.34%</td>
</tr>
<tr>
<td>Most Viewability ( taboo/normal vs. test)</td>
<td>72%</td>
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</tbody>
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Asiacell's network covers 99.06% of the population making it the most extensive mobile operator in Iraq.

Thái Brand Objective
Yalla Shoot is a mobile phone campaign for Asiacell whereby pure app activity was the key objective driven through insight. Asiacell developed their first in-app game that rewarded subscribers with a chance to win a ticket to the World Cup. The objectives were consideration to increase app engagement and increasing and retaining and action partnerships.

As a pay-per-click, this was an important milestone to gain app usage and encourage users to continue engaging with the brand.

The overall goal was to drive competition entry and a supplementary increase in daily and monthly active users during the campaign period.

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