

ASIA

“Yalla Shoot!” – Asiatic scores a golden goal for brand awareness and app engagement



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

About Asiatic

Asiatic, the first mobile telecommunications company in Iraq, was established in Sulaymaniyah in 1999. In August 2007, Asiatic'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 16 million customers. Asiatic's network covers 99.06% of the population, making it the most extensive mobile operator in Iraq.

The Highlights

4.63%

CTR (Global benchmark: >0.60%)

5.34%

Engagement rate (Global benchmark: 1%-2%)

72%

MOAT Viewability (Global Benchmark 62%)



Asiatic 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.



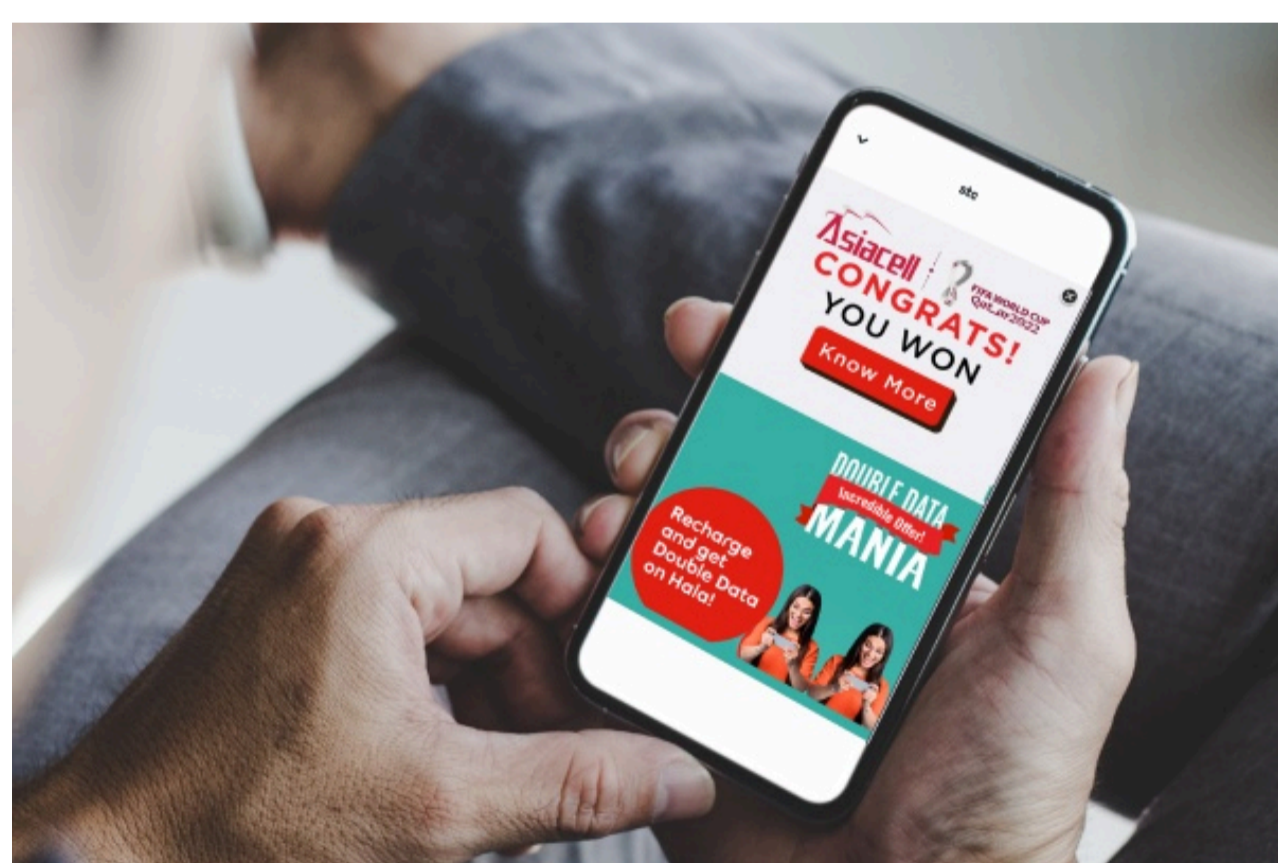
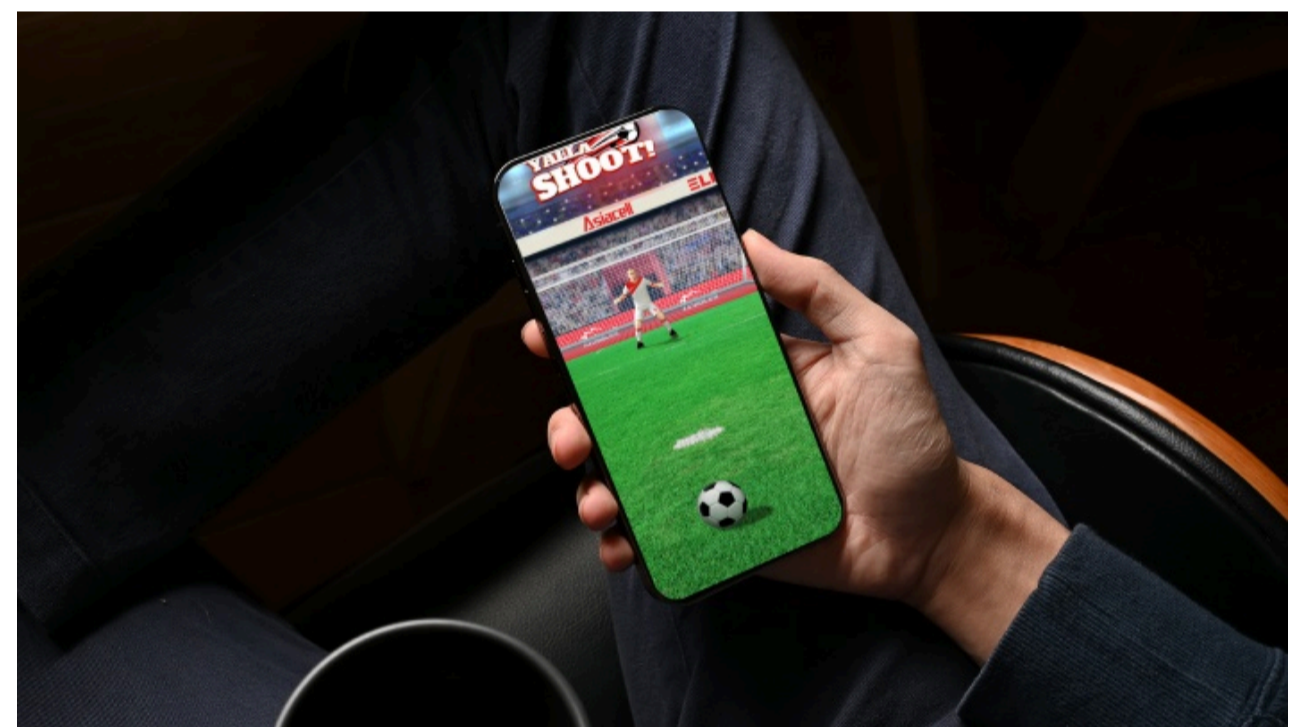
Chra Hussain
Chief Communications Officer

The Brand Objective

Yalla Shoot was a first of its kind campaign for Asiatic whereby pure App activity was the key objective. Driven through insight, Asiatic developed their first in-app game that rewarded its 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 purchase.

As a cash pay market, this was an important incentive to gain App usage and encourage users to continuously engage 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.



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 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 a priority. The aim was to enable a wider reach while delivering a differentiated consumer experience.

By partnering with InMobi, Asiatic 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 ~7.5M and with 1.8M unique users.

The unique gamified unit was a hit with more than 348,000 unique users who played the game, and 17% who went to landing page to learn more.

Users of age group 18 to 35 interacted most with the ad unit. These included Arab and Asian people, locals, expats, and millennials with varied 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.

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