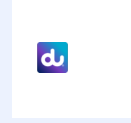




ASIA

## Awareness to conversion: du connects roaming business travellers



Solution  
Engaging with Customers, Acquiring New Users

### About du

du is the UAE's leading telecoms provider, serving almost 8 million active subscribers and over 100,000 businesses in the region.

### The Highlights

**0.90%**

CTR (Global benchmark 0.60%)

**18.50%**

Engagement (Global benchmark 1-2%)

**2 Mn**

Approximate unique users reached

**70% to 110%**

Adoption uplift across products



We were thrilled to see how InMobi's sophisticated and innovative approach to this campaign was able to yield very tangible results in adoption of our Roaming packages over the summer period by Business Travelers. It was a campaign that required immediacy and agility, with a measurable impact, and demonstrated the potential of targeted, phased campaigns that can effectively move consumers through the brand funnel from awareness to conversion.



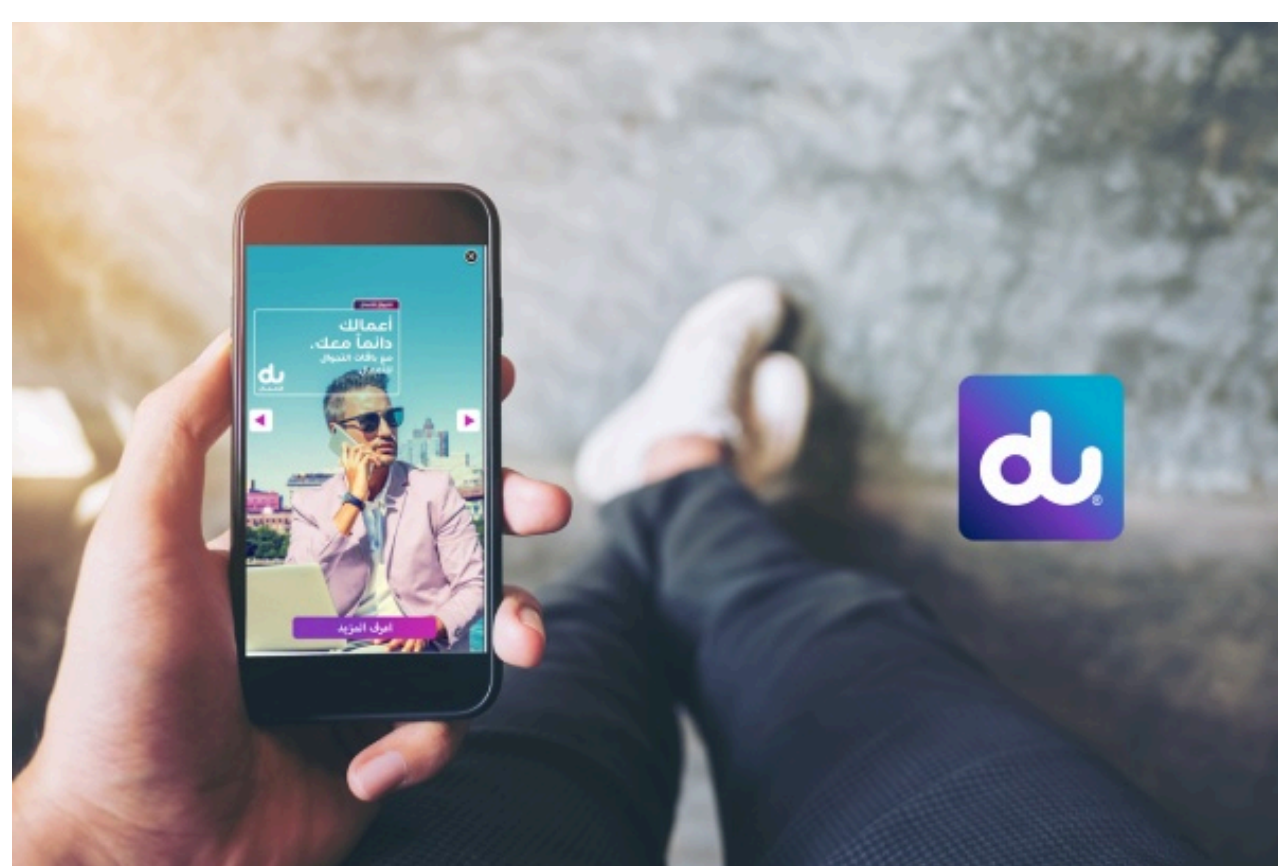
Loyal Hassi  
Media Lead at du

### The Brand Objective

du wanted to create awareness and visibility around its "du Business Roaming" products that were available to Business Travelers; addressing the convenience & cost-sensitivity of mobile roaming through Business-oriented products.

The campaign was to run during the summer season, the peak traveling period (July 1-August 20). The second campaign objective was to then see that awareness converted into an increased adoption of Roaming Data & Minutes packages.

The campaign revolved around du's most popular "Hero" roaming packages, and showcased value for money alongside worry-free coverage while roaming. The campaign was run in both Arabic and English.



### The Solution

InMobi devised a three-phase rich media campaign, designed to first create awareness and then to drive business travelers to purchase a du Business Roaming package.

The CTAs were unique codes; instead of taking the user to the website, the CTA would take the user to a page where they could choose to activate each specific du Business Roaming package.

InMobi ran a mix of audience targeting and Appographic Targeting to reach the prospective audience for the campaign.

### The Results

The Rich Media campaign reached approximately 2 million unique users throughout the region, measuring impressively with a CTR of 0.90% (Global benchmark 0.60%) and the engagement rate at 18.50% (Global benchmark 1-2%).

The Awareness phase garnered a total of 3.2 million impressions and reached 822,000 unique users. du found great engagement through the RM units, with CTR of 0.93% (global benchmark 0.60%) and 18.5% engagement (global benchmark 1-2%)

Phase 1 of the Consideration campaign garnered a total of 2.4 million impressions delivered across 612,000 unique users. The campaign had a CTR of 0.73% and engagement was 17.81%. The best performing audience buckets were Travel, Education, Transport and Logistics, with 38% of the impressions and 0.75% CTR.

Phase 2 of the Consideration campaign gained 2.3 million impressions across 595,000 unique users. This phase marked the final campaign movement, and as the targeting became more specific, the ad became more relevant and actionable. This was reflected in a lift in both CTR at 1.04%, and an engagement rate of 18.81%.

Phase 2 of the Consideration campaign gained 2.3 million impressions across 595,000 unique users. This phase marked the final campaign movement, and as the targeting became more specific, the ad became more relevant and actionable. This was reflected in a lift in both CTR at 1.04%, and an engagement rate of 18.81%. Ultimately, du saw an uplift in the adoption of their Summer Roaming packages through this crucial period across their three packages, with each showing a demonstrable increase from July 2022 to August 2022: Unlimited 15 days bundle was up 115.98%; Roaming weekly 6GB was up 102.54%; and Roaming weekly 20GB was up 72.67%.

