



# Case Study: Vodafone

**Mobile Audience Targeting with adsquare finds the right people in the right context.**

adsquare's innovative approach ensured the target audience received precise, relevant advertising. In an A/B test applied through the premium network G+J EMS, the engagement for a Vodafone campaign could be increased by 48.8 per cent.

Who, where, and when? This is the new question being asked by advertisers like Vodafone who are looking to push boundaries in dynamic marketing. Smartphones are our ubiquitous companions in everyday life, and adsquare's unique combination of audience, location and time of day offers unprecedented honing of mobile campaigns, closing the loop between real-world behaviour and digital advertising.

## Challenge

**Engage potential customers and increase product awareness for specific Vodafone plans for business travellers, students and sports enthusiasts.**

**Steffen Herterich,  
Senior Marketing Manager  
at Vodafone**

“adsquare's innovative audience targeting enabled us to reach our defined target groups and significantly increased advertising engagement.”



Reach the exact target groups in the right context



Engage potential customers and increase product awareness

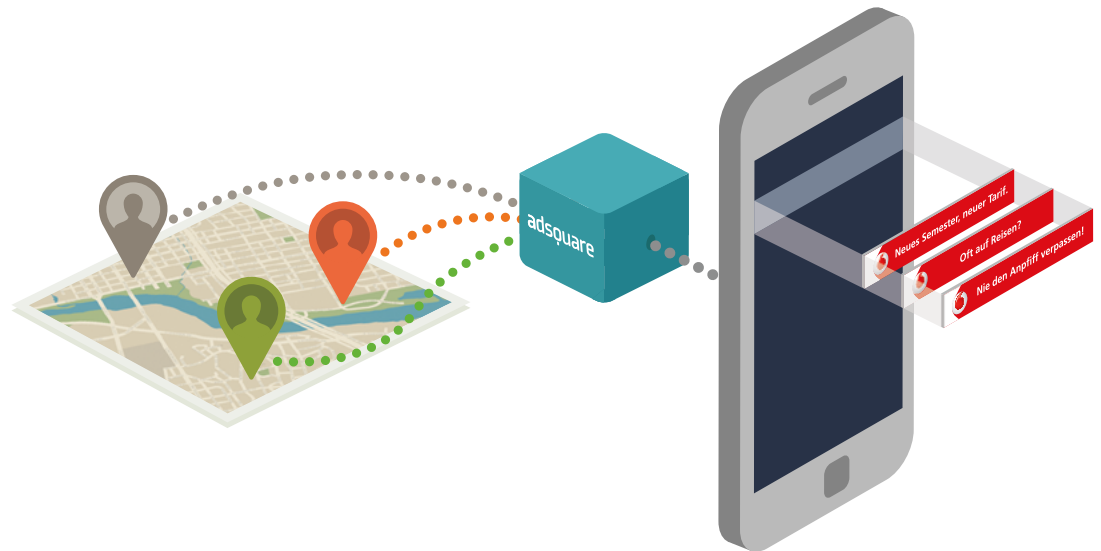


Minimise wasted impressions, thereby maximising ROI

## Solution

adsquare's **Mobile Audience Targeting** uses big data in real-time to answer the key marketing question of where and when to most effectively reach the target audience.

adsquare's Location Context Engine (LCE) technology divides the world into millions of 50x50 meter squares, each one utilising more than 1,500 internal and external data points to determine the target audience context in real-time. Mobile Audience Targeting enabled Vodafone to cut through the crowded ecosystem, reach the right people and maximise their ROI.



The target group specific mobile ads were delivered throughout the G+J EMS premium network.

## Results

Vodafone were impressed by their adsquare campaign, which yielded excellent results. A/B testing demonstrated a 48.8 per cent CTR uplift on average across all target groups. Further internal analysis concluded that with more extensive campaign data, an uplift of up to 80 per cent is achievable. adsquare provided Vodafone with a detailed campaign report including heatmaps and actionable insights, emphasising the exciting possibilities of precise audience pinpointing.

The following examples show, where and when the audiences were reached and how adsquare's technology improved the CTR:



### Privacy Protection Made in Germany

adsquare's unique solution operates without cookies and adheres to the highest data privacy standards. We do not use or save any personally identifiable information (PII). We simply determine the context of anonymous locations.



+41%

Business travellers catching an early morning flight or attending a conference



+58%

Students on campus or in student accommodation during the semester



+47%

Sports enthusiasts at venues during sporting events, or at the gym

## About adsquare:

adsquare is the first pure mobile audience targeting platform in Europe. We enable advertisers to reach their target audiences in the right location at the right time, thereby minimising waste and maximising ROI.

## Contact us today!

Address adsquare GmbH  
Havelpassage 4  
16761 Hennigsdorf (Berlin)  
Germany

Tel +49 (0) 3302 - 81 89 030  
Fax +49 (0) 3302 - 81 89 031  
E-Mail info@adsquare.com  
www adsquare.com