



IPNM
Direct & Digital

Case study/

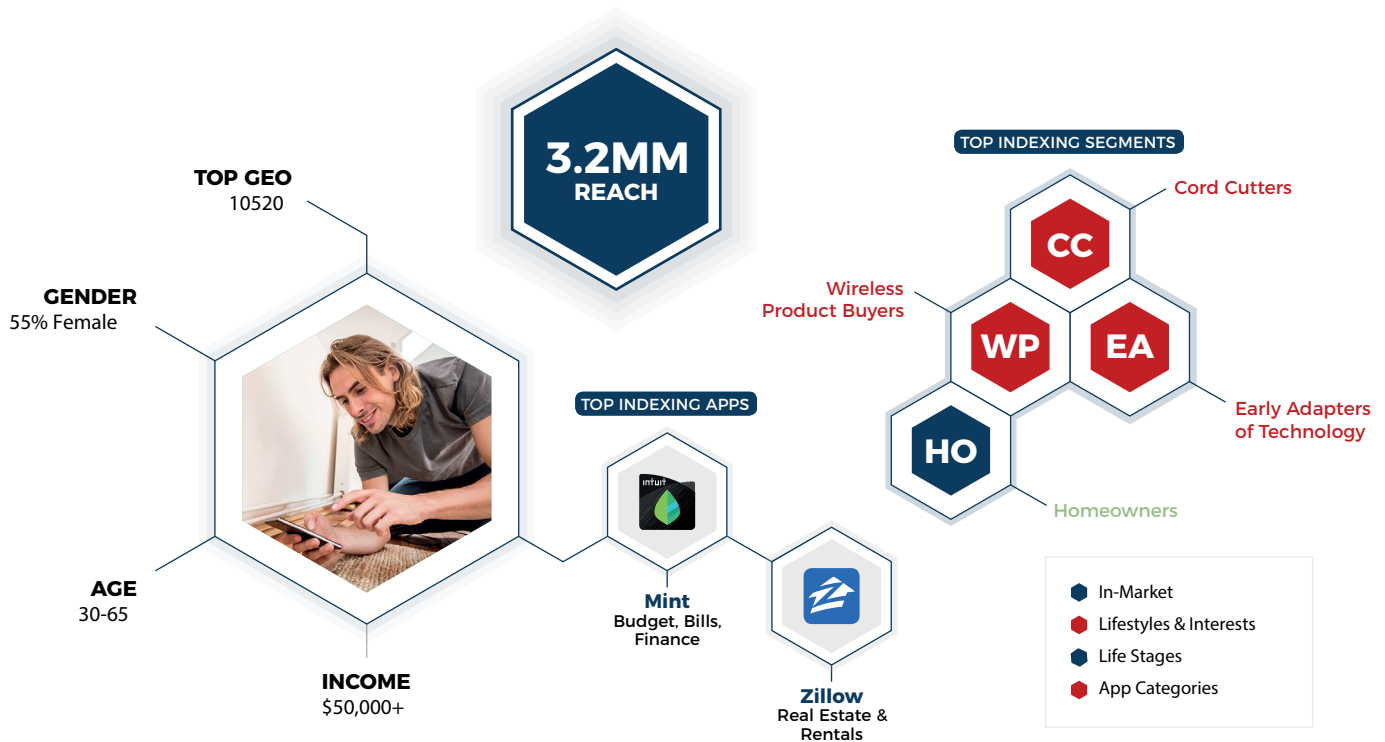
Global Consumer Products Company

Powerful Mobile-Driven Audiences Dramatically Increase Sales and Customer Acquisitions



CHALLENGE

A leading global commercial and consumer products company, was looking to push their new product line of Smart Home Technology products.



SOLUTION

Client tapped into our rich database of 150+ unique segments and 400+ million mobile devices to build four custom target audiences for the client. Based on demographic, lifestyle and interests, media preferences and mobile behaviors, targeted audience segments were identified. They included individuals who were Cord Cutters, Homeowners and Early Adapters of Technology.

A year-long personalized campaign was launched to target ideal prospects who were most likely to convert, across media where they were engaging most - maximizing customer conversions and lowering customer acquisition costs.

RESULTS

The client was able to reach ideal customers for their home technology products - increasing brand awareness and significantly driving thermostat and water leak detector sales.

