APEX
MOBILE

Discover how APEX's location-based advertising increased brand awareness in specific areas of Canada and the US for a global chain of luxury hotels by targeting specific audiences with ads on mobile

Client Background:
A global chain of luxury hotels that operates more than 70 properties worldwide, with a strong presence in Canada

Challenge:
This chain of luxury hotels looked to increase awareness of its brand and location. The goal was to reach and engage users resulting in higher brand awareness and achieving high CTRs

Strategy

- The goal was simple: Connect with the right consumers in the right place at the right time to raise awareness for the client's brand and hotel locations

- Leveraging APEX's precision audience targeting, instantly activated through our exclusive partnership with InMarket and the GeoLink platform, the company used best-in-class data to target custom audiences through geofencing in scattered locations nationally and in the US

- The campaign targeted users in the specified locations with standard banner ads who fit the target audiences that included characteristics such as adults age 25+, high household income, participates in skiing, have kids in household & vehicle owners, serving them a targeted ad at the right time resulting in higher performance than the industry average

Once audiences were targeted, APEX was able to activate users in real-time, engaging them in targeted locations. In addition, APEX provided the client team with insights & actionable reporting metrics to make timely geotargeting decisions

Campaign Results

With APEX's location based in-app advertising this global luxury hotel company drove it's desired awareness with the right demographic and achieved impressive engagement!

This campaign, running across several of the company's properties, achieved an impression volume of 14M+. It also maintained even pacing, excellent CTR performance, and frequency throughout the campaign.

GeoLink: InMarket's highest performing self-service location-based platform

Audiences: APEX primes and engages users at peak times when they're most receptive to messaging

Campaign Performance

Total Impressions: 14,000,000+

	Campaign	Benchmark
CTR:	0.50%	0.36%
Viewability:	83.90%	73.20%
Frequency	1.46	1-5

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Ready to turn engagement into brand awareness, lead generation and actionable insights?

Learn how APEX Mobile Media can achieve these results for your brand

www.apexmobilemedia.com