

Discover how APEX's location-based advertising increased form fills and info requests for a financial services advertiser by targeting competitor locations with rich media units on mobile.

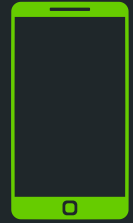
Client Background:

A Financial Services Provider in Ontario specializing in debt solutions



Challenge:

This financial service provider looked to increase awareness of products and services while driving lead captures. The goal was to drive form fills and info requests while raising awareness by educating users on the benefits and services of the advertiser



Strategy

- The goal was simple: Connect with the right consumers in the right place at the right time.
- Leveraging APEX's precision audience targeting, instantly activated through our exclusive partnership with InMarket and the GeoLink platform, the financial service provider used best-in-class data to target custom audience segments.
- The campaign targeted users in Ontario who were adults aged 35+ that have visited a pay day loan, money mart, bankruptcy/mortgage loan service provider within the last 30 days.

Once audiences were targeted, APEX was able to activate users in real-time, engaging them within 250 meters of a location in Ontario. In addition, APEX provided the client team with insights and actionable reporting metrics to make timely geotargeting decisions.

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

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

Campaign Results

With APEX's location based in-app advertising this financial service provider outperformed several benchmarks and drove lead gen & awareness to achieve impressive ROAS!

Campaign Impressions:

2,086,997

	<u>Campaign</u>	<u>Benchmark</u>
CTR:	1.02%	0.80%
Engagement Rate:	5.29%	2.84%
Time Spent:	7.09s	5.00s



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

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

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