



ASIA

Dell Leverages InMobi for Commerce to Connect with Small Businesses



Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About Dell

Incorporated in 1984, Dell Technologies has been a pioneer in creating world-class personal computers and related electronic products with their cutting-edge technologies. Standing tall as the third-largest personal computer vendor as of 2021, Dell has ventured into IT services, which include top-class data storage and protection services, cloud-based infrastructure, networking, and server solutions.

The Highlights

4.2x

CTR recorded with the click-to-call feature**

15%

Delivered over 15% Q-o-Q increase in call volumes***



"As a consumer-first organization, Dell Technologies powers small businesses with mobile workstations, desktop, back-office solutions, security solutions, network and storage solutions, all in one go. The brand needed a powerhouse ad campaign that could help small businesses contact the brand and get personalized help from its business advisor.

With MediaCom, not only did we integrate a toll-free dial-in on a responsive ad unit, but also delivered record engagement rates. The consistent increase in call volumes shuttles out the success of the campaign in connecting SMEs with Dell business advisors and helping them in scaling right technology solutions".



Kunik Patel
Industry Sales, InMobi

The Brand Objective

With over 30 years of experience helping small businesses succeed, Dell offers exclusive tailored solutions such as storage, laptops, cloud solutions, and data centers to improve business productivity. With a dedicated Dell Technologies advisor who takes care right from understanding business requirements to onboarding SMEs, businesses can get all the technical help they need to become future-ready. With this unique proposition, Dell Technologies aimed to popularize their SMB solutions to the SMEs who were on the lookout for technological support for their business. In this regard, Dell Technologies aimed to: 1. Create awareness of the personalized advisory services among SMEs in India. 2. Enable SMBs to connect with Dell Advisors in the most accessible mode of engagement: phone calls directly from the ad unit.



The Solution

The brand leveraged the InMobi for Commerce solution to reach out to the SMEs in India. MediaCom, InMobi, and Dell Technologies identified the right decision-makers and C-suite executives in India through precision targeting on InMobi Audiences using advanced appographic, technographic and location signals, to build real-time custom audience segments.

Enabling a Click-to-Call Feature to Reach out to SMEs

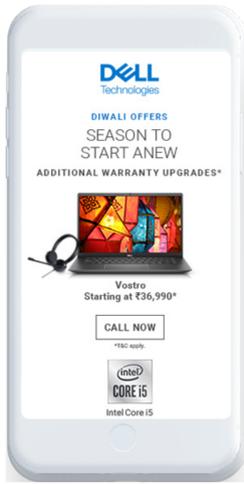
The brand leveraged a custom-built, click-to-call enabled, full-screen ad unit that sends a clear message to the SMEs about the exclusive advisory services they can avail, powered by the CTA 'Call Now.' Once the user clicks on the CTA, a dialer pad opens with the toll-free number displayed on their mobile screen; once dialed, they get a call back from the advisor and get assistance. Through this intelligent integration of the click-to-call capabilities in a mobile ad unit, Dell enabled SMEs to realize the golden opportunity of getting a free assessment of their business needs just by a click of a button. At a larger level, this campaign helped Dell cater successfully to their B2B segment of audiences.

Reaching out to Audiences When it Matters

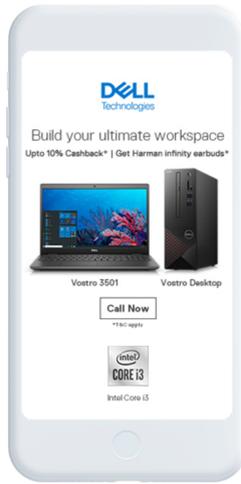
By launching the campaign only during business hours and weekdays, the brand could reach out to the executives during their most active hours, and minimize the missed calls, thereby increasing the campaign efficiency.



Ad Creative 1



Ad Creative 2



Ad Creative 3

The Results

To conclude, identifying the right audiences and delivering succinct messaging in an immersive ad experience with a direct phone call feature enabled Dell to connect with small businesses. Not only did they increase the reach and engagement, but the brand met its objectives successfully.

The Results

1.1 million unique users reached in just two months

3,50,000 times engaged*

4.2X CTR recorded with the click-to-call feature**

Delivered over 15% Q-o-Q increase in call volumes***

*Clicks recorded on the ad unit
** InMobi internal data
*** Dell internal data. Results recorded on the dedicated toll-free number.