

“Using InMobi Audiences, we were able to tailor our targeting to reach the highest value consumers”

- Angad Grover
TRADING MANAGER

News Corp
Australia

Background

News Corp Australia is one of Australia's largest media companies, and the leading digital destination in the country for news, food, lifestyle, property, style, sports and business. The publicly listed company's portfolio of newspapers and magazines are among the most trusted and well-known in the country, with brands such as The Daily Telegraph, Herald Sun, Vogue Australia and GQ Australia leading the way.

News Xtend, the brand's digital marketing division, was built in 2014 to help empower brands to create and deliver powerful digital campaigns. Meriton Suites, Australia's largest owner-operator of hotel rooms (4,500+ suites) approached News Xtend to help expand their reach across five metro cities in Australia. With their award-winning hotels continually ranking at the top in these five locations, Meriton wanted to capitalize on the opportunity and develop an approach to gain new visibility by targeting specific user groups across advertising demand-side platforms (DSPs) to promote reservations and scale growth.

The Challenge

Meriton Suites wanted to drive increased awareness and boost conversions among foreign expats and international travelers. The team wanted to target two groups – business professionals and families with kids, as they were Meriton’s highest-value customer groups since they were the most likely to reserve rooms, and reach them with targeted content to drive awareness and inspire purchase.

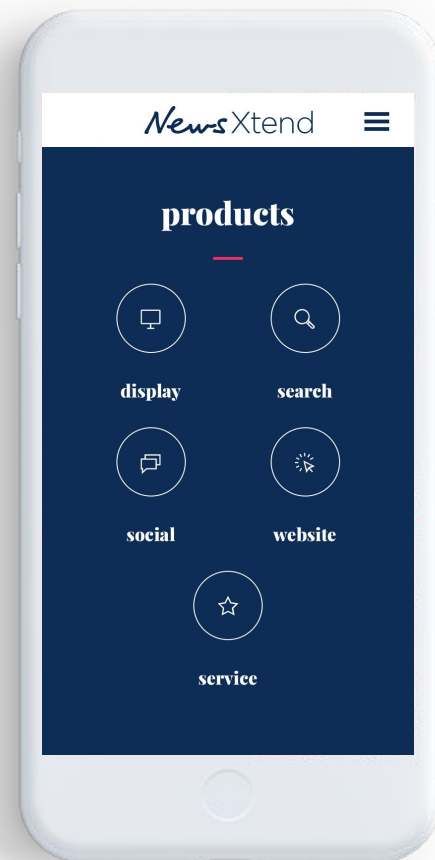
For this, the team needed a highly tailored strategy to analyze and track behaviors that would suggest a high likelihood of interest in international travel and accommodation services. However, traditional tools were unable to do the following:

- Achieve accuracy in their segmentation, as most data was outdated.
- Predict future bookings, as nearly all available data was for past behaviors.
- Provide complete transparency (including full disclosure of source and methodology) into how custom audiences were built.

Methodology

News Corp chose InMobi Audiences for the accuracy and scale of targeting. By leveraging the following techniques, InMobi Audiences was able to clearly define and distinguish foreign travelers: If a device was seen in Australia that had a different country as its ‘home residence’ or a different ‘primary city’ identification and/ or if the default phone language setting was a language other than English, then the origin of the SIM card was not Australia.

By analyzing and combining this user data, InMobi Audiences could accurately detect foreign visitors, identify intent for forward bookings and purchases and help Meriton Suites optimize campaigns to reach consumers on their channel of choice.



Results

- The relevant demographic profiles that were reached garnered **2x more cross-device conversions** compared to historical performance.
- **User acquisition was 4x more cost-effective** than traditional techniques due to reduced spillage.
- Click-through rates **exceeded campaign benchmarks by 20%** due to the custom, higher-quality inventory.
- Combined advanced targeting techniques provided access to a **highly niche segment of expats and international travelers** that was not available via other channels.
- The campaign delivered 400,000 impressions, and reached a total of **110,000 unique users**.



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Using InMobi Audiences' unique trusted and transparent technology, we were able to clearly catalog user behavior indicative of purchase, tailor our targeting to reach the highest value consumers and drive engagement in a meaningful manner. Metrics clearly showed that we exceeded the client's conversion goals and did so in a cost-effective way, which is a big win for us.