



inMOBI

InMobi Helps Major Global Sportswear Retailer See 33% Uplift in In-Store Visits

In order to drive brick-and-mortar sales of its latest line of sneakers in major urban centers, one the biggest clothing and shoes manufacturers in the world worked with InMobi to reach mobile-first consumers over the course of 26 days.

The campaign was a major success, as it led to a **33% uplift in in-store visits**.

Key Results



33% uplift in visit rates to their stores.



More than **50%** of the visits happened within two days of exposure to the campaign.



Click-through rates were on par with or **well above** their initial expectations.



Over **655,000** impressions on average per target city.

Campaign Overview

To promote a new line of athletic shoes, a major sportswear retailer and apparel manufacturer worked with InMobi to reach their consumers through their favorite mobile apps. Interstitials and banner ads promoting the shoe and its price point were shown to consumers across eight major geos where the brand had a brick-and-mortar retail location. Ultimately, they wanted to see if **in-app advertising could lead to a measurable uptick in in-store visits.**

Campaign Results

The campaign overall was a smashing success. Not only did the campaign generate millions of impressions, but it led to hundreds of store visits as well. Overall, there were **over 655,000 impressions on average per target city**, while the click-through rates were on par with or well above their initial expectations.

In particular, those who had seen one of the brand's ads on their mobile device were **33% more likely than the control group to later visit the sportswear retailer's brick-and-mortar locations**. The ads led to quick action too, as **more than 50% of the visits happened within two days of exposure to campaign**.

An additional benefit of the campaign was that **it provided the sportswear brand with additional insights on their ideal audiences**. The top audience segments for the 26-day campaign included Millennials, university students, corporate employees and mall visitors. The success of this campaign helped to reinforce the importance of utilizing mobile and in-app advertising in reaching their best consumers and driving them into stores.

