

# **INMOBI HELPS VODAFONE ACCURATELY TARGET SPECIFIC AUDIENCES IN QATAR AHEAD OF 5G LAUNCH**

First Interaction Rates Were 2-4x Greater Than Regional  
Averages Thanks To Custom Ad Creatives





As part of its effort to announce the launch of its 5G services in Qatar, leading global telecommunications company Vodafone and their agency, Wavemaker Qatar, worked with InMobi. By combining highly accurate audience and geolocation targeting with unique creatives leveraging augmented reality and mobile-first interactivity, InMobi could help Vodafone reach well over a million people and see higher than average engagement with the ad units.





Vodafone Qatar P.Q.S.C. ("Vodafone Qatar") provides a comprehensive range of services including voice, messaging, data, fixed communications, IoT and ICT managed services in the State of Qatar, for both consumers and businesses alike. The Company commenced commercial operations in 2009 and has 1.74 million customers. Its state-of-the-art network infrastructure is expanding to cover key locations in the country with fibre connectivity and 5G, along with an extensive digital ecosystem, which will contribute to Qatar's continued growth and prosperity.

## About the Campaigns

Throughout December 2019 and January 2020, Vodafone aimed to increase awareness of its new 5G offerings. Representing the fifth generation of cellular networking technology, 5G has the potential to dramatically improve the speed of mobile internet connectivity and usage across the globe. For this effort, Vodafone and Wavemaker Qatar moved forward with a two-pronged rollout strategy in which a different ad creative was shown to different audiences.



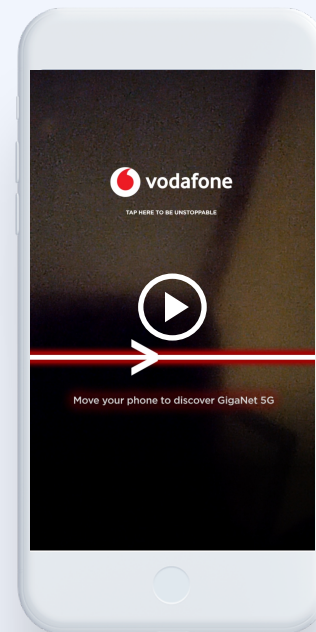
## Campaign 1

The objective of this campaign was to reach heavy data consumers in Qatar and to generate awareness around Vodafone's 5G offering through an innovative experience that also reinforced the benefits of 5G.

The campaign leveraged InMobi Audiences to target individuals in Qatar who would be most receptive to the benefits of Vodafone's 5G, particular heavy data users, avid gamers and entertainment enthusiasts. To ensure the right people were reached in the right locations in the country, polygon mapping was used, which enabled the precise targeting of Qatari residential areas with little to no ad spillage. The combination of the two enabled Vodafone's mobile messaging to reach only those that would be most receptive to it.

This targeting was combined with custom creatives. The creative idea was to "wow" users with an exciting augmented reality experience, enhanced with interactive overlays and videos. Creative ideation, design and development was done by InMobi.

In the creative used, which was developed by InMobi Creative Services, a user clicks on the expandable ad unit, upon which the phone camera opens up. The user is then asked to move around with the live camera until they see the Vodafone spiral. The user is then asked to tap on the Vodafone logo to experience the benefits of Giganet 5G. As the user moves the phone further, the spiral zooms in and triggers a video snippet of the Giganet 5G TVC.



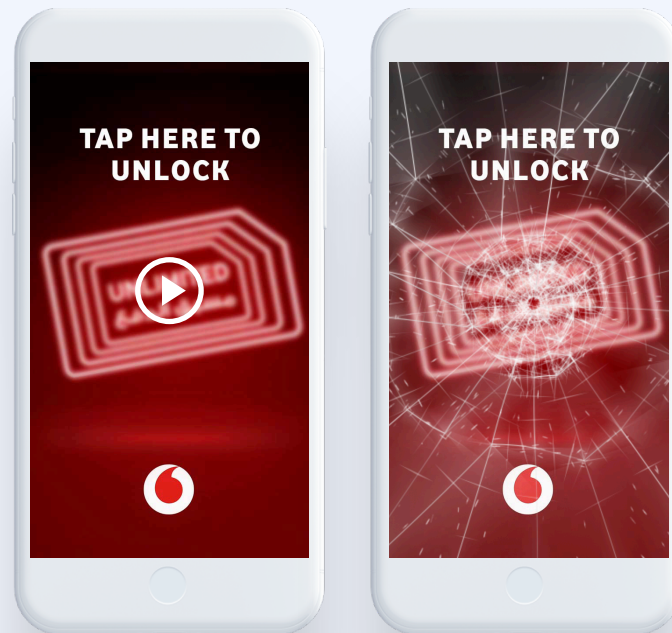
## Campaign 2

For the second part of their 5G rollout campaign in Qatar, Vodafone and Wavemaker Qatar were more specifically looking to reach high-value customers in Qatar to amplify Vodafone's QR10 prepaid offering. The campaign again leveraged InMobi Audiences, this time targeting sports and entertainment enthusiasts in addition to heavy data users.

Geotargeting was used again as well, but this time the campaign targeted affluent Qatari residential areas. This was layered with time-based targeting to ensure InMobi was only serving ads between 6 pm– 7 am specifically on home Wi-Fi networks.

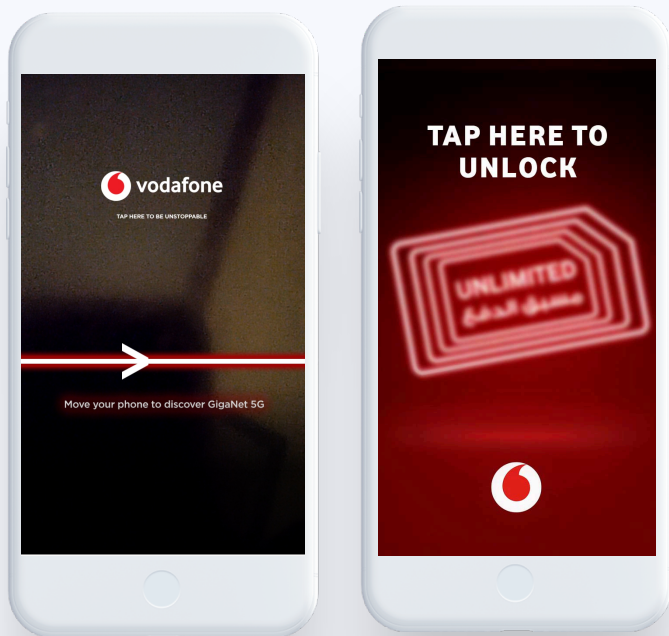
This time around, the creative idea, developed by InMobi Creative Services, was to intrigue users with an interactive ad unit, which prompted users to 'unlock' the offer behind the screen. The ad unit started with a frosted screen with a poster behind it, and the user is asked to tap to break the glass to reveal the offer.

With each tap by the user, the ad unit mimics the cracking of the screen, ultimately revealing the QR10 offer in a short-form vertical video. The video ends with calls to action to learn more about the plan, procure prepaid SIM or recharge an existing SIM.





## The Results



- 1 Both campaigns yielded major results, helping Vodafone reach hundreds of thousands of Qataris with unique creatives that drove notable engagement and business results.
- 2 The first campaign reached hundreds of thousands of users with an impressive click-through rate. The average dwell time was 11 seconds longer than regional averages. And the first interaction rate was two times better than the regional benchmark.
- 3 The second campaign had tens of thousands of engagements and reached hundreds of thousands of users in Qatar. The average dwell time here was eight seconds longer than the regional average, and the first interaction rate was 4x greater than regional benchmarks.

# 5G



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5G is a crucial technology for our partners at Vodafone, so it was critical that we get the word out now to ensure consumer adoption. Thanks to InMobi's highly accurate audience segments, unique custom mobile creatives and overall in-app expertise, we were able to see results well above and beyond our expectations. InMobi was crucial to Vodafone's 5G marketing success in Qatar.

– Asrith Makam  
Digital Director, Wavemaker Qatar

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