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Bonakid Pre-School 3+ Leverages InMobi for Commerce to Grow In-store Purchases Solution

Our Consumers



Engaging with Customers

About Bonakid Pre-School 3+

Wyeth Nutrition developed an accessible nutritional product scientifically designed to meet the needs of Filipino children. Bonakid Pre-School 3+ is a powdered

milk drink that has a Triple Boost Formula which helps give plus in Immunity, plus in Growth and plus in Energy support nutrients to help support the nutritional

Highlights

needs of children above 3 years old.

click-through rate recorded footfall uplift

purchase uplift

As mainstream moms are heavily affected by the pandemic, our objective was to remind them of the PLUS in immunity, PLUS in energy and PLUS in growth

nutrients that is in Bonakid Pre-School 3+ that their 3+ children need, especially at this time. And with not many relaxations due to the lockdowns, our objective

to increase footfalls to the local stores in the Philippines and that called for a promising effort. InMobi helped us precisely target the right households, engage

them through immersive brand interventions, and close the loop by accurately measuring the purchase uplift. Overall, in such an extensive campaign, the

execution was top-notch, and the results were extraordinary. We are delighted to see our efforts in helping local stores succeed at a massive scale.

Wyeth*

Bea Ignacio

Product Manager, Wyeth Nutrition

retail stores.

The Brand Objective

Filipinos tend to visit hyper-local supermarkets and grocery stores for

However, with the shopping habits shifting towards mobile during the

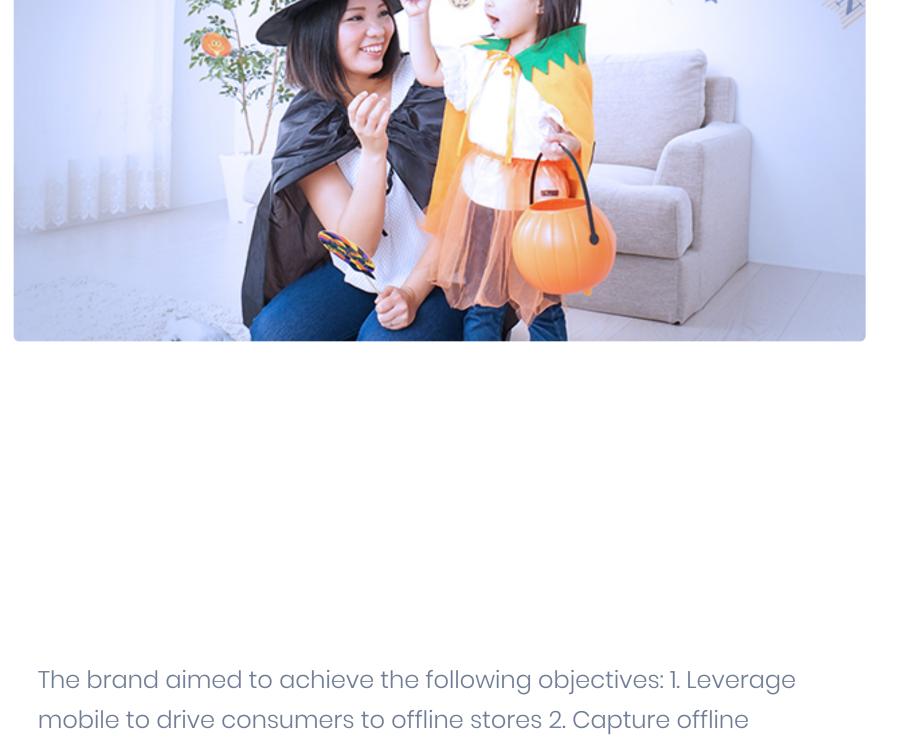
pandemic, Bonakid Pre-school 3+ aimed to leverage the potential of

mobile in driving the Filipinos back to these stores. Hence, the brand

decided to run a mobile-first campaign that drove footfalls to select

development of these local businesses by partnering with them.

their grocery needs and Wyeth Nutrition encourages the



purchase intent with footfall attribution 3. Drive and measure the lift in

the purchases as a result of the incremental footfalls

The Solution

To achieve its objectives, Bonakid Pre-School 3+ leveraged the InMobi

for Commerce solution that included Household Targeting, Immersive

Experiences, and Online to Offline Attribution.



Household Targeting: Guiding Families in their Decision Making The

primary members stepping out for household needs in The

pandemic has drastically shifted household behaviors. With repeated

lockdowns and increased risk of contracting COVID, men are now the

Philippines. They are also taking up household chores and childcare

responsibilities. Additionally, the key influencer or decision-makers in

the household for Bonakid Pre-school 3+ - the mothers - are moving

away from appointment-based viewing habits and consuming more

content on digital devices. Overall, this means that household buying

in this category has become increasingly non-linear, complex, and

Result of Household Targeting

Household with

Females

16.1 Mn

Incremental Reach

1.5X

Females -

Standalone

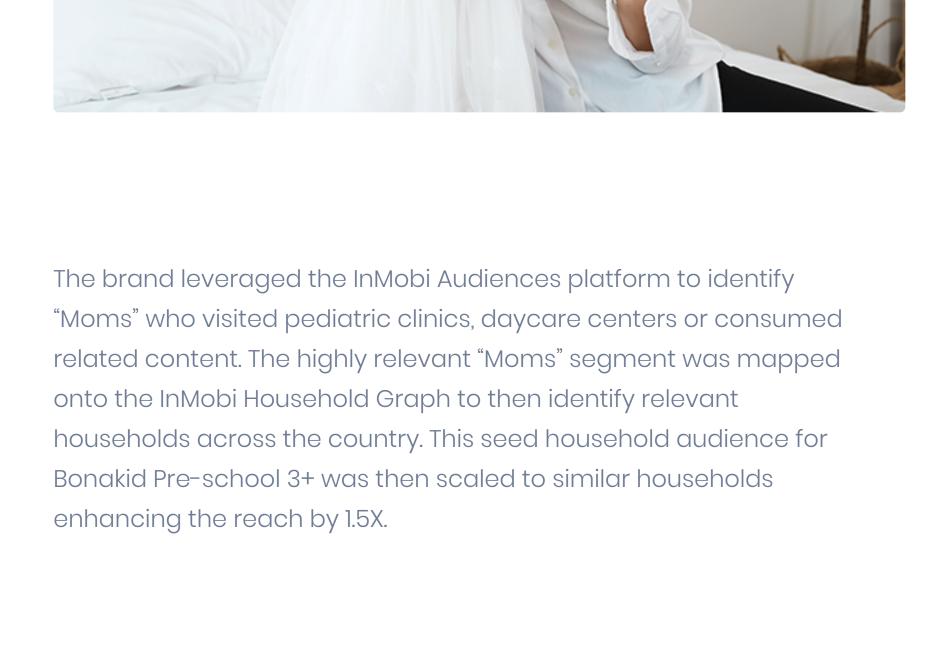
Segment

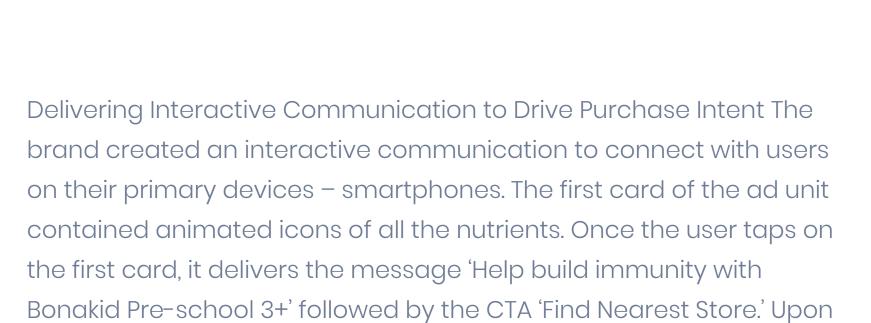
10.6 Mn

tight-knit.

Segment Size

Total Device IDs





clicking on the CTA, the user is redirected to the second card of the

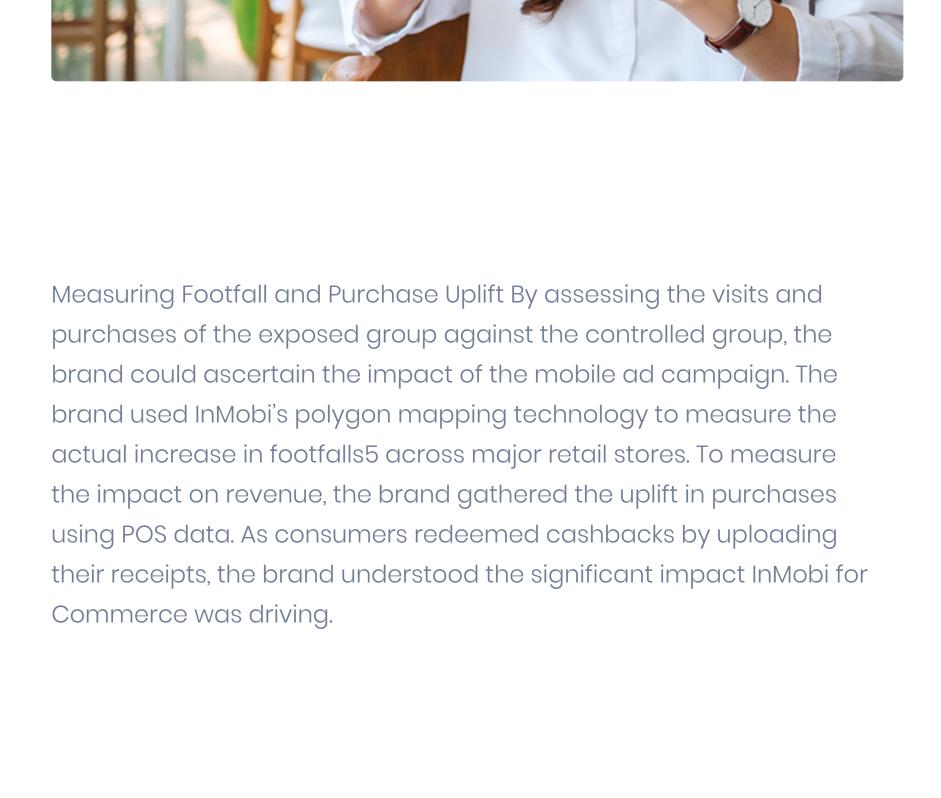
ad unit, which is divided into two horizontal sections. The first section

shows the maps with the user's current location, and the second

default maps app on their smartphones.

section is embedded with the brand's banner ad with the CTA 'Get

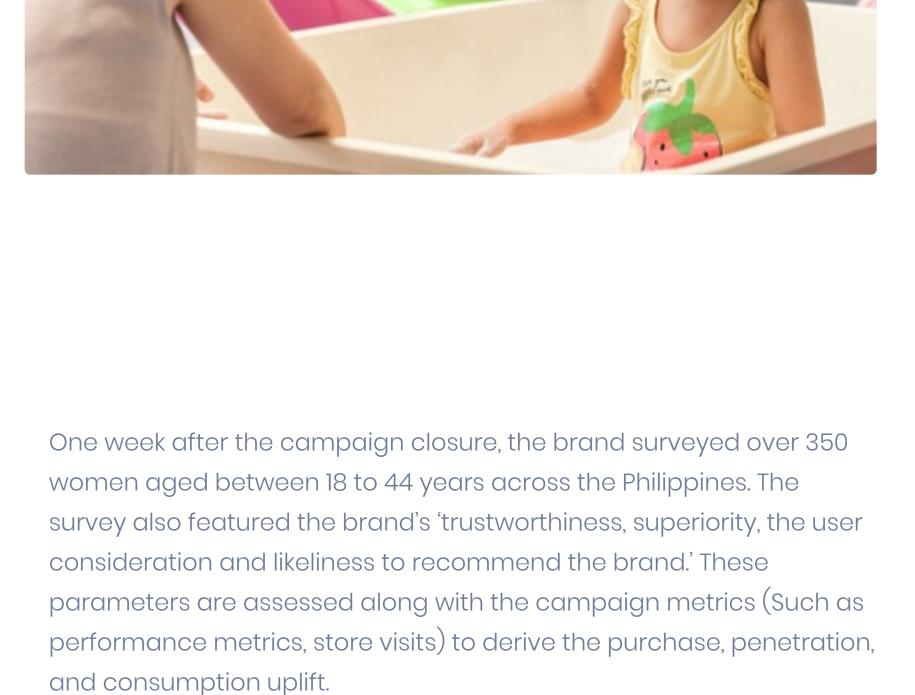
Directions.' Once the user clicks on the CTA, they are redirected to the

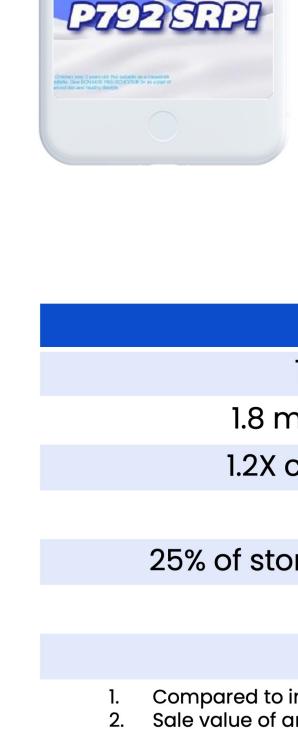


LABAN NG

KATAWAN!

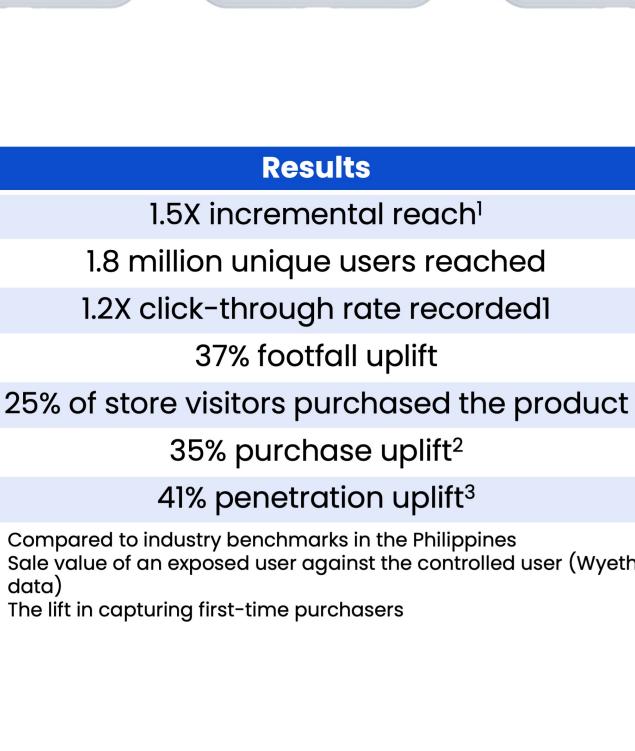
FIND NEAREST STORE

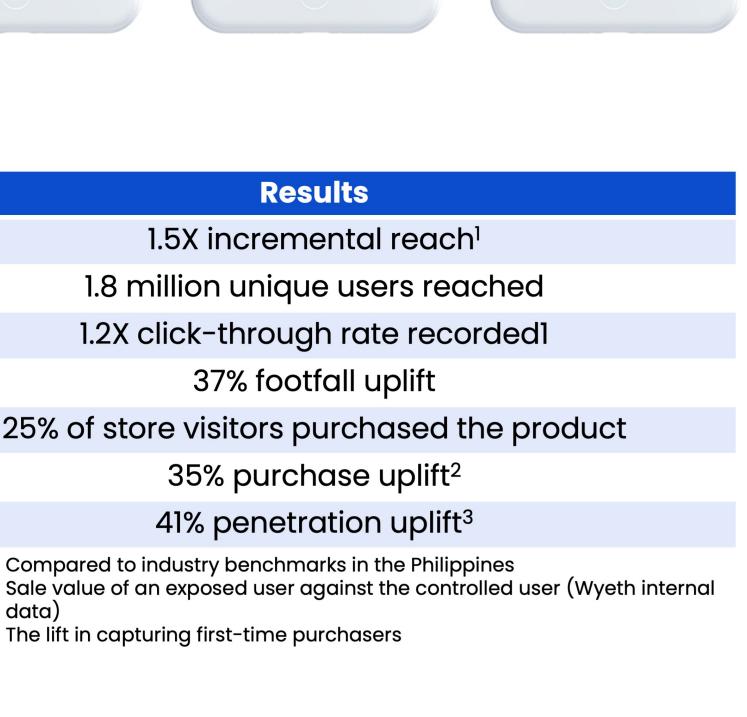




data)

GET 41 SERVINGS FOR ONLY





BUY NOW

LIMITED DEALS AWAIT!

GET DIRECTIONS

The Results The campaign unraveled new ways of online-online and onlineoffline interactions for the brand, enabling a holistic path to reach, and engage consumers. This multifold campaign, a perfect blend of household targeting, immersive creative, footfall attribution, and uplift measurement, delivered impeccable purchase lift in just two weeks.

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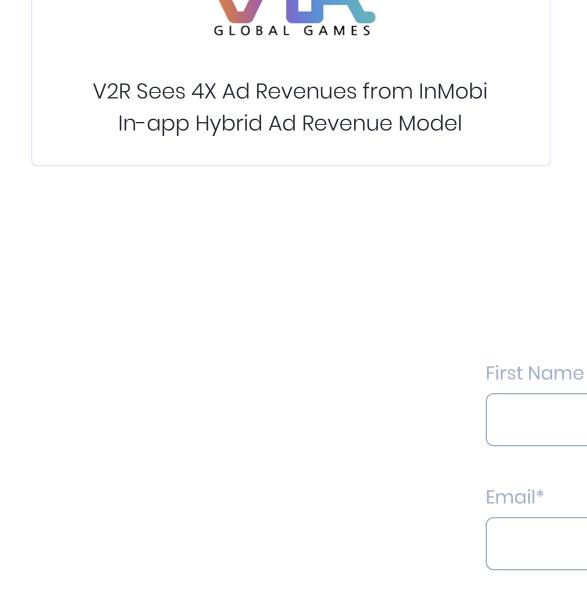
Country

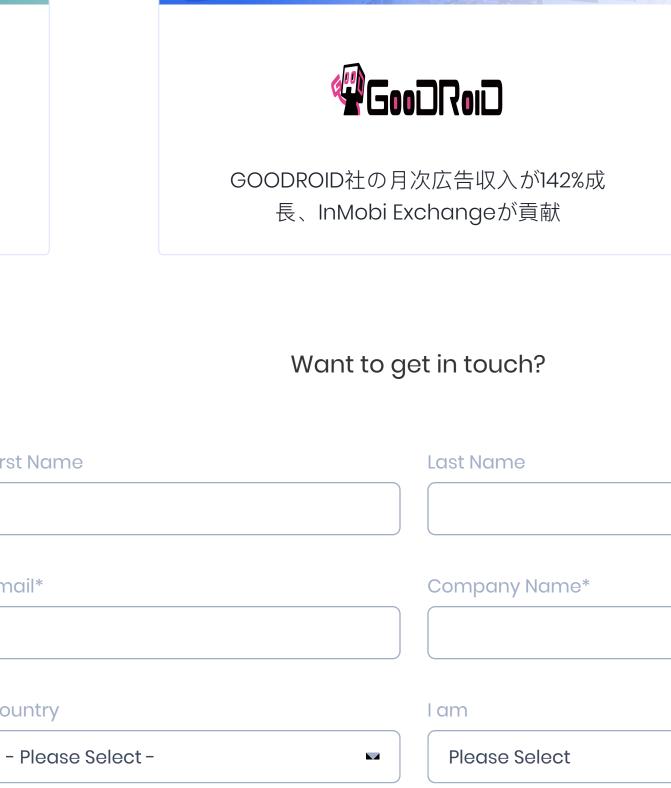
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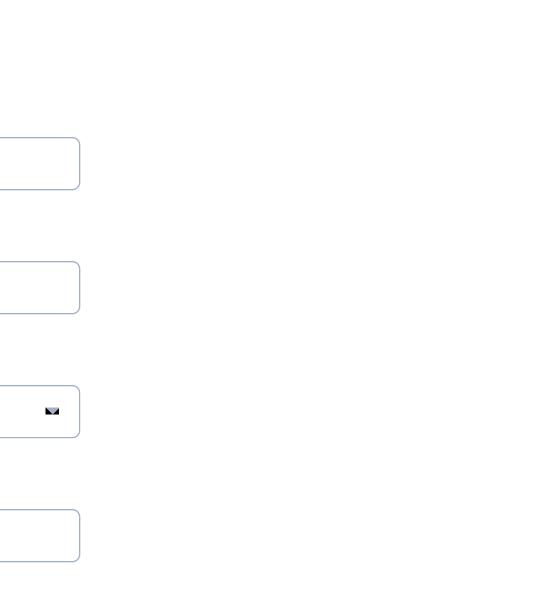
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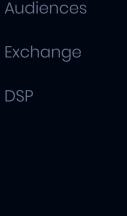
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