Mobile Marketing for Telecommunication providers

Case study
Introduction

How and where we connect last year changed drastically. Video conferencing and e-learning platforms are booming. Therefore, it is important to experiment and adapt the service to the new realities.

Only 48% of consumers feel that their connectivity needs are currently being met, meaning that telecommunication providers need to evolve to better serve their customers. Moreover, during this pandemic, the daily mobile usage has increased by 40%. This opens huge opportunities for businesses to reach out the right audience and target them with the relevant message through their mobile devices.

This study presents Adello’s best performing mobile advertising creatives and campaigns for telecommunication providers.

Adello
AI-powered Ad Performance
Ad Case 1: Salt

- Campaign goal: Brand awareness
- Campaign duration: 20 days
- Creatives: Swipe Cube
- Location: Switzerland
- Language: DE

572k Impressions delivered
3.44% CTR
100% Delivery
Ad Case 2: Swisscom

- Campaign goal: Brand awareness
- Campaign duration: 2 weeks
- Creatives: Banner
- Location: Switzerland
- Language: DE

722k Impressions delivered
0.40% CTR
100% Delivery
Ad Case 3: Sunrise

- Campaign goal: Brand awareness
- Campaign duration: 1 month
- Creatives: Banner
- Location: Switzerland
- Language: IT

 Impressions delivered

 10k

 CTR

 0.59%

 Delivery

 100%
Adello's Most Successful Ad Creatives for Telecommunication providers
Swipe Cube

The format offers the possibility to combine multiple creatives together in a rich interactive format.

Rich media options

Creative components: 3 to 6 static images

Format: Rectangular: 300x250

Video options: Max 2 videos

Deliverable specifications

https://m.adctrl.com/ep0wdq
Hypercube – Interstitial

The format offers the possibility to combine multiple creatives together in a rich interactive format.

Rich media options

- Creative components: 4 Frames
- Format: Interstitial: 320x480
- Video options: Max 1 video

Deliverable specifications
https://m.adctrl.com/ep0wdq
Tiles Ad
A tile-based card that the user flips to discover more content

Rich media options

Creative components  2 static images
Format  Rectangular: 300x250
Video options  No video

Deliverable specifications  
https://m.adctrl.com/ep0wdq
Scratch Card

A winning ticket-like ad format where the User "scratches" the front page of the ad to unveil more content. Suitable for new and to-be-discovered products.

Rich media options

Creative components
- 2 static images:
  - Scratchable layer
  - Revealed layer

Format
- Rectangular: 300x250

Video options
- Max 1 video (on revealed layer only)

Deliverable specifications
https://m.adctrl.com/ep0wdq
Peeling Ad

A catalogue-like ad format where the user peels the front page to discover more content.

Rich media options

Creative components

3 static images:
- Front page
- Revealed layer
- Back of the front of page (optional)

Format

Rectangular: 300x250

Video options

Max 1 video (on revealed layer only)

Deliverable specifications

https://m.adctrl.com/ep0wdq
Demo

Rich media options
Deliverable specifications
https://m.adctrl.com/ep0wdq

Card deck
A stack of cards displayed on top of each other. The user can swipe the cards away to reveal the one below.

Demo
https://m.adctrl.com/73chaq

Creative components
3 to 6 static images
Format
Rectangular: 300x250
Video options
Max 2 videos

Questions?
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