

Case Study: Electronic Goods Company

This case study shows an AdMobilize solution for the Experiential Services client segment. The client shall be referred to as “the Company” hereafter for privacy reasons.

Client Company Overview

The Company is in the electronics industry and is recognized worldwide for its unique hardware product design. In May 2015, the Company was showcasing a new gaming product and looking to increase ROI and gauge public response to the game. To do this, the Company held a 3-day media event at one of the largest malls in Latin America and gave the audience access to play the game, using several television screens and gaming consoles.

Challenge

Prior to AdMobilize involvement, the Company was unable to measure its audience’s gaming experience through quantifiable metrics. Now, the Company would focus on showcasing the product and gathering real time analytics on the satisfaction of its audience, as well as the crowd’s overall reaction to the product within a specified proximity to the event.

AdMobilize Solution

AdMobilize was called in on this project through its partnership with one of the world’s largest global communications companies: HAVAS Media. We set out to

measure total impressions and public interactions during the showcasing event. AdMobilize gathered demographic and psychographic data from the public who attended the event, with the deployment of 8 AdBeacons strategically positioned on each screen where the public had access to the gaming consoles. Metrics captured included: Gaze thru Rate (Ratio of Total Impressions vs. Views), Dwell Time, Peak Times, Ethnicity, Gender, Age, and Emotions.

In collaborating with AdMobilize, the Company was able to successfully gather real time analytics during the showcasing of its new gaming product. AdMobilize metrics were able to define its target audience and measure overall satisfaction. Along with knowing that the audience was pleased with the product, the Company was able to use the analytics to build their next gaming product and guarantee quality and satisfaction to the audience, without wasting resources.

Findings



The top emotion was happiness at 46.6%



The top activity area was determined with 1,153 impressions. Calculated cost-per-impact (Budget/Views) at \$4.22.

Most engaging day by far was Saturday, which provides insight toward future one-day and multi-day activations.



Peak time occurred between 2-3 PM, which would be a good time for a promotion/giveaway.



Dwell time average was 8.25 seconds and Gaze thru Rate (Impressions/Views) was 42%.



Its target audience age range was 21-30 years old, at 36.3%, and predominantly male, at 58.7%.

This group and their kids have an interest in the game and there is an opportunity to target this group more aggressively.

To request a demonstration for your business please contact info@admobilize.com.