

HTC CAPTURES OUTSTANDING BRAND AWARENESS VIA TARGETING AND SOCIAL STRATEGY.

Sizmek and OmnicomMediaGroup maximize HTC campaign results via contextual targeting.

Marketing goal: Build awareness in a new market

A global designer and manufacturer of smartphones and tablet devices, HTC wanted to drive brand awareness in Turkey for its M9 smartphone – its first major campaign in that market.

Solution: Start broad, then optimize

As a relative newcomer in the region, HTC needed to quickly and cost-effectively build an understanding of its Turkish audience, striving for clicks and mindshare.

Working with Sizmek and OmnicomMediaGroup, the advertiser launched its awareness campaign by casting a wide net, with nearly 94 million impressions served, using a run-of-exchange campaign across a range of targeted content segments and various channels to gather performance information at a low cost.

This approach provided a strong foundation for subsequent optimization and retargeting. After a week, the Sizmek team analyzed which content segments were performing best and began optimizing bids toward high-value contextual segments and retargeting by recency. Low-performing segments were removed from the rotation.



HTC'S SOCIAL AND MOBILE AD STRATEGY DOUBLED CLICKTHROUGH OVER INDUSTRY STANDARD.

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In-app, mobile web, and Facebook ads were also used to extend the campaign's reach. Social strategies enabled HTC to target different devices to see which ones performed best. This helped drive users to HTC's site so that Sizmek could retarget them on users' display activity.

As the campaign developed, more aggressive optimizations were added, including vertical targeting on mobile platforms, CPC campaigns, seller whitelisting, and Facebook targeting by demographic, likes, and brand page visits.

Results: CTR 2X industry standard

The near 94 million impressions drove users to HTC's site, generating a CTR of 0.21% for HTC, twice the industry standard.

Mobile was key for brand awareness, driving the highest CTR of 0.71%. Social resulted in 0.41% CTR with a 95% rate of engagement (Facebook page and post likes, comments, or shares).



Sizmek enabled us to keep our costs low while the algorithms got the lay of the land. We then quickly ramped up performance with an end-to-end, multichannel campaign.

LORI BECKER
EMEA MEDIA DIRECTOR, HTC

Find out how Sizmek can help you achieve outstanding brand awareness, return on ad spend, and other campaign goals by contacting your sales representative or emailing info@sizmek.com.