

Advertiser Case Study

Home Choice took their Online catalogue to Mobile users in South Africa driving SignUps and higher engagement.

Objective...

Home Choice is a leading online store for Home shopping goods in South Africa. Their objective was to drive traffic to their mobile site promoting a newly launched contest and sign-up for their newsletter.

Solution...

Users were targeted on specific channels namely, Entertainment & Lifestyle, Portals, General Content and Community. Smartphone and Tablet users across South Africa were reached through multiple campaigns.

Three parallel campaigns were released promoting two of their fast moving product categories and the third promoting the R 1,000,000 lucky draw offer.

Results....

The campaign proved to be successful for the advertiser, driving up mobile traffic to their website and getting repeat users from the premium Smartphone and Tablet user segment. Over 7.5 million exposures ensured high share of voice to the campaigns in the relevant target audience.

Campaign Summary

- **Client:** Home Choice
- **Agency:** DataCore Media
- **Country:** South Africa
- **Ad Format:** Display Banners

Campaign Targeting

- **Channels:** Entertainment & Lifestyle, Portals, General Content, Community
- **Operating System:** Smartphones & Tablets
- **Telco:** All

Performance

- **Impressions:** 7,634,642

