How Mobsuccess succeeded in changing the purchasing model for its client GiFi, by adopting the Smart Buyer Connect solution

THE CONTEXT
As a mobile advertising specialist, Mobsuccess buys more than 2 billion impressions each year, exclusively in-app and uses GPS information from smartphones to geolocate its campaigns for a drive-to-store strategy. With the second lockdown causing the store closure of their client GiFi, Mobsuccess needed to not only implement a Click&Collect site, but to also change their strategy, going from drive-to-store to drive-to-web, by exploiting mobile web inventories.

THE OBJECTIVES

- Quickly shift from a drive-to-store strategy to a drive-to-web strategy to promote GiFi’s Clik&Collect site.
- Use mobile web inventory, not exclusively in-app, to display promotional banners.
- Use WiFi information in addition to GPS to identify and target more than 500 spots of interest near GiFi’s stores.

THE SOLUTION
Mobsuccess chose to activate Smart Buyer Connect (SBC) to quickly create deals that match its KPIs, the main one being qualified traffic generated on websites. The formats available on SBC, added to contextual targeting and location targeting by city, were a decisive element.

Also, the time saved in deal creation and follow up, as a result of the deal troubleshooting module, made it possible to intuitively adapt their buying strategies on the platform.
THE RESULTS

In buying exclusive inventory that respects brand safety and in having geolocation information from premium publishers, Mobsuccess achieved excellent performance. SBC allowed the company to exceed its CPC and CTR objectives, respectively set at 0.22 Euros and 2.3%, by reaching an average CPC of 0.19 Euros and a more than 3.5% CTR.

SBC is responsible for Mobsuccess' first drive-to-web success, with a performance level as good as, or even better than, what we used to observe in the in-app market. The granular level at which we were able to target through the WIFI interest spots was of great importance and aligned well with our client's campaigns as GiFi counts almost 500 stores all across the French territory. Our teams did not meet any difficulties when using the platform and we had the opportunity to benefit from the knowledge of Smart’s teams at any time. It is a real partnership.

Chloé Pelletier
Head of traffic at Mobsuccess

Mobsuccess

With a volume of more than 2 billion impressions per year, Mobsuccess is now one of the leading mobile advertising and drive-to-store platforms in the French market. The firm combines a mobile DSP and trading desk, linked to the main SSPs operating in the French market.

GiFi

GiFi is a chain of retail stores featuring discount products for the home and family, close to hard-discount non-food. Under the slogan "Idées de génie" GiFi is a well known brand and registered trademark. In 2019, they operated 509 retail stores globally, with 492 being in France.

You want to learn more? Contact us!

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