Summary

Leading global technology company ASUS sought a solution to better understand its key consumer groups and deliver innovative mobile ad campaigns that would help drive qualified traffic to its retailers’ websites.

By partnering with Ogury, ASUS and its media agency, My Media, were able to access unique, reliable mobile data insights to successfully identify its ideal consumer groups, and reach them with engaging mobile ad campaigns that achieved outstanding results.

Facts

11 Ogury campaigns ran in 2019

up to 13.7% CTR

+7.1m unique website visitors

up to 1m 40s average time spent on the landing page
Problem

As an established consumer technology brand, ASUS is often rising to new horizons when it comes to product innovation. But with such a wide range of products available, it needed help uncovering and engaging its specific audience groups.

First, the brand wanted to identify detailed persona profiles customized to each of its product verticals: gaming equipment, student computing and professional suite. And second, it wanted to engage these key audiences with compelling brand messages, that would increase traffic to its retailers’ websites.

To achieve this, ASUS required an advertising technology solution that would enable it to understand and reach these ideal personas in a data-safe environment, and drive high-performance results through engaging mobile ad formats.

Solution

ASUS and My Media partnered with Ogury to build three granular Persona Profiles that matched each of the brand’s key product verticals: eGamers, University students and B2B decision-makers. Using unique, reliable mobile data insights, Ogury analyzed user behavior and audience dynamics on the brand’s main retailers’ websites and apps (including Fnac, Darty, and Boulanger). Ogury’s User Engagement solution was then used to deliver high-impact recommendation formats, before optimizing the campaign to site-centric KPIs to become the best performer among all ASUS’ activation partners.

Capitalizing on a long-term relationship and multiple activations, Ogury built unique reports that enabled the brand to inform its future ad strategy. Going beyond standard performance metrics, post-campaign Performer Profiles were provided to identify mobile users who engaged the most with the campaign. An impact survey was also delivered on an always-on approach to measure ad recall and provide unmatched visibility into campaign performance and impact.

Results

Running a total of 11 Ogury campaigns in 2019, ASUS was able to attract more than 7.1 million unique visitors to its product landing pages. A Performer Profile analysis run on Boulanger and La Fnac, two key retailer websites for ASUS, identified the most engaging profiles of each website and enabled a refined approach to the brand’s targeting strategies to be applied to future activations. This was one of the many key learnings that emerged from Ogury’s detailed activation reports. Through continuous efforts and strategy optimizations based on the impact survey and Performer Profiles, ASUS achieved up to 13.7% CTR. And one of the best performing campaigns achieved an average time spent on the landing page of 1min 40sec per user.

The Ogury team provides us with excellent service and always successfully meets our marketing objectives. Performance-wise, Ogury delivers outstanding results on a regular basis, making it an important pillar in our communication campaign strategy. Furthermore, the granularity of its data also allows us to gain insightful information to better understand and address our target audiences.

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