



## 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

