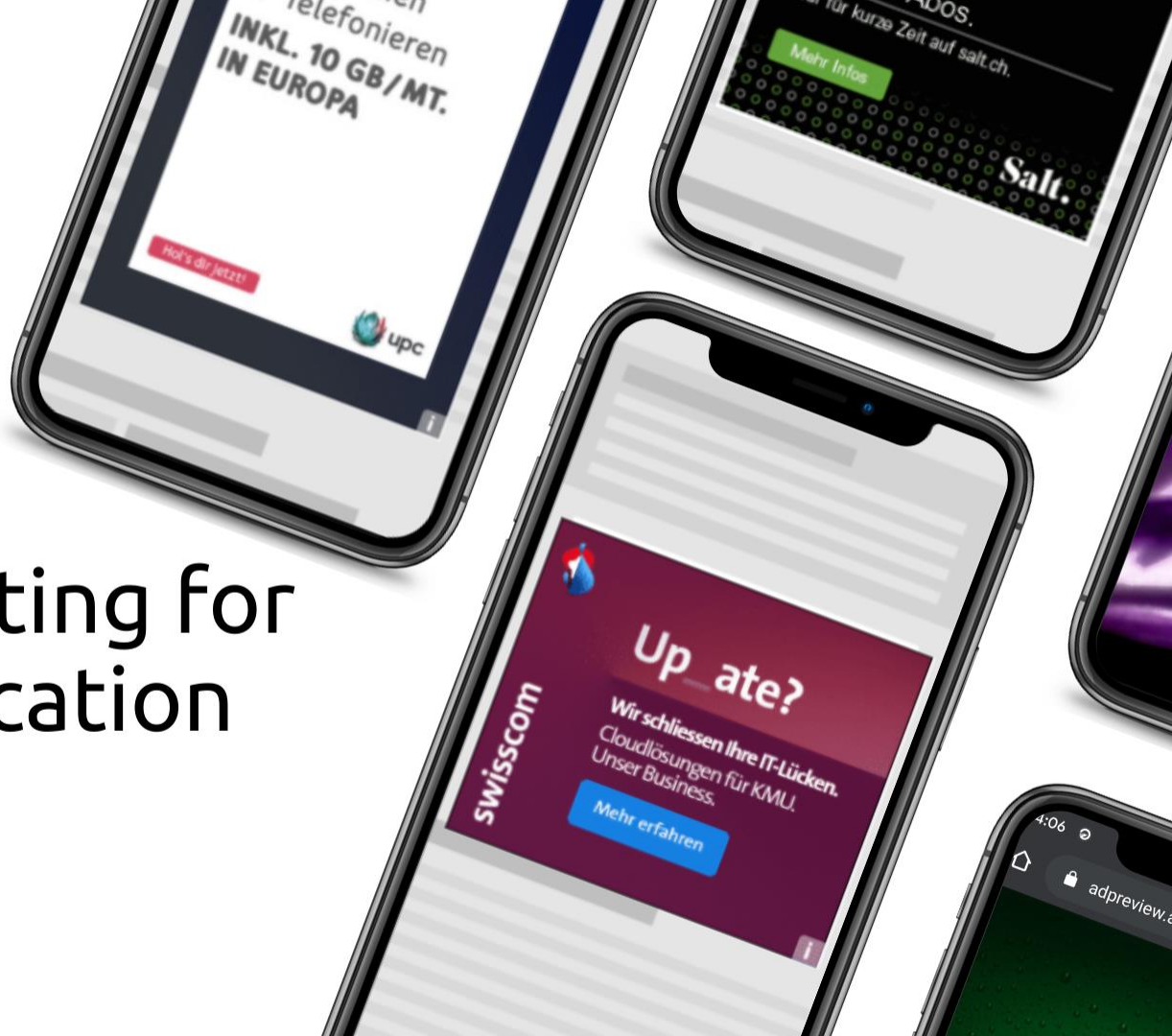# Adello

Mobile Marketing for Telecommunication providers

Case study

Introduction

How and where we connect last year changed drastically. Video conferencing and e-learning platforms are booming. Therefore, it is important to experiment and adapt the service to the new realities.

Only 48% of consumers feel that their connectivity needs are currently being met, meaning that telecommunication providers need to evolve to better serve their customers. Moreover, during this pandemic, the daily mobile usage has increased by 40%. This opens huge opportunities for businesses to reach out the right audience and target them with the relevant message through their mobile devices.

This study presents Adello's best performing mobile advertising creatives and campaigns for telecommunication providers.

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Ad Case 1: Salt

- Campaign goal: Brand awareness
- Campaign duration: 20 days
- Creatives: Swipe Cube
- Location: Switzerland
- Language: DE

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Das neue Handy gefällt Ihnen nicht mehr? Oder der Vertrag passt irgendwie nicht so? Salt.

572k Impressions delivered

3.44% CTR

100% Delivery

Ad Case 2: Swisscom

- Campaign goal: Brand awareness
- Campaign duration: 2 weeks
- Creatives: Banner
- Location: Switzerland
- Language: DE

swisscom

Für jedes Zuhause.

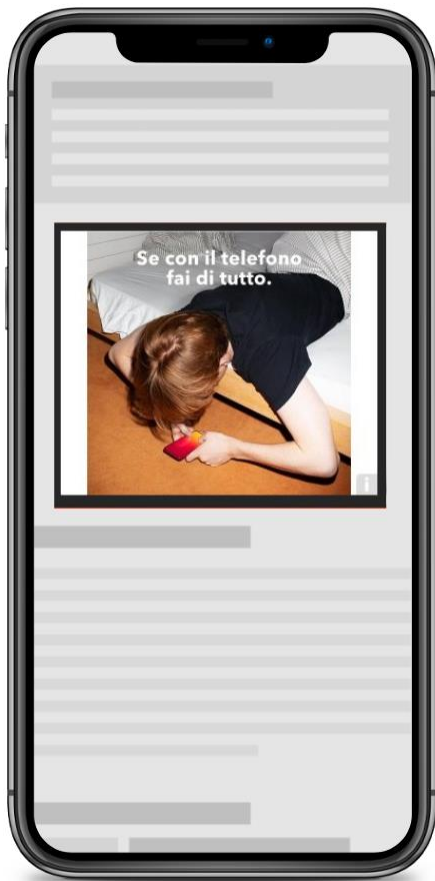**722k** Impressions delivered

0.40% CTR

100% Delivery

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Ad Case 3: Sunrise

- Campaign goal: Brand awareness
- Campaign duration: 1 month
- Creatives: Banner
- Location: Switzerland
- Language: IT
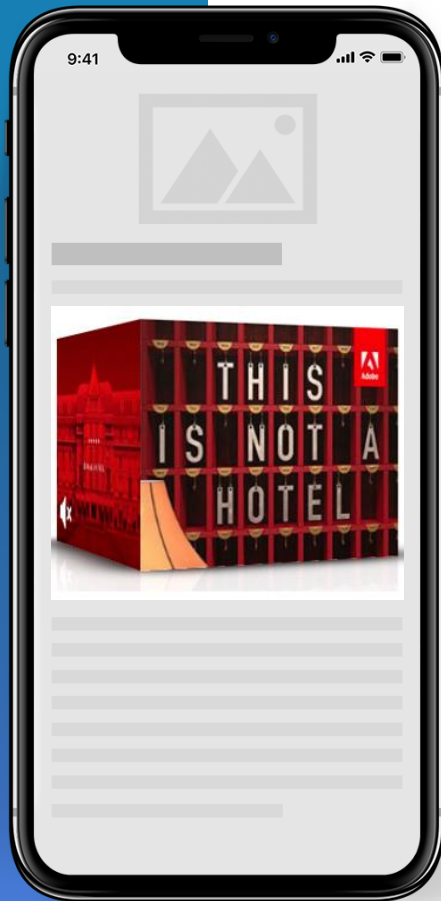
10k — **Impressions delivered**

0.59% — **CTR**

100% — **Delivery**

Se con il telefono fai di tutto.

Adello

Adello's Most Successful Ad Creatives

for Telecommunication providers

Adello

Swipe Cube

The format offers the possibility to combine multiple creatives together in a rich interactive format.
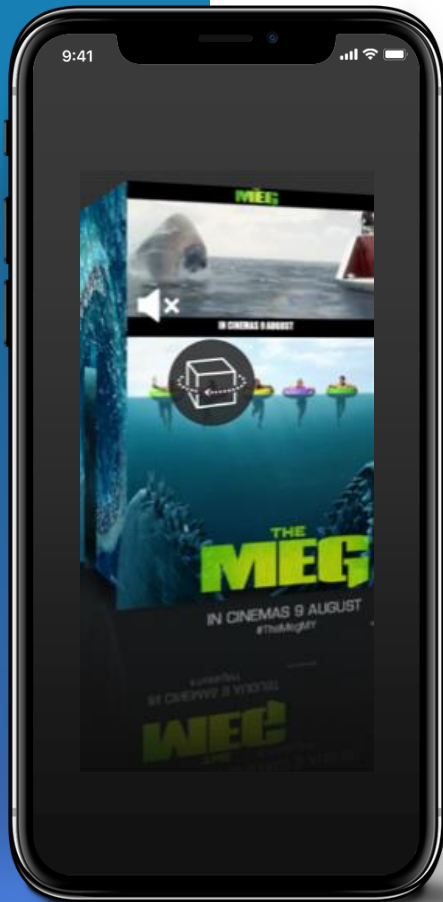
Rich media options

Creative components	3 to 6 static images
Format	Rectangular: 300x250
Video options	Max 2 videos

Demo

https://m.adctrl.com/qx38u3

Deliverable specifications
https://m.adctrl.com/ep0wdq

Adello

Hypercube – Interstitial

The format offers the possibility to combine multiple creatives together in a rich interactive format.

Rich media options

Creative components	4 Frames
Format	Interstitial: 320x480
Video options	Max 1 video

Demo

https://m.adctrl.com/odolno

(i) **Deliverable specifications**
https://m.adctrl.com/ep0wdq

Adello

Tiles Ad

A tile-based card that the user flips to discover more content

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Rich media options

Creative components	2 static images
Format	Rectangular: 300x250
Video options	No video

Demo

https://m.adctrl.com/jb8qyn

(i) **Deliverable specifications**
https://m.adctrl.com/ep0wdq

Adello

Scratch Card

A winning ticket-like ad format where the User "scratches" the front page of the ad to unveil more content. Suitable for new and to-be-discovered products.

Rich media options

Creative components	2 static images:
	- Scratchable layer
	- Revealed layer
Format	Rectangular: 300x250
Video options	Max 1 video (on revealed layer only)

ℹ **Deliverable specifications**
https://m.adctrl.com/ep0wdq

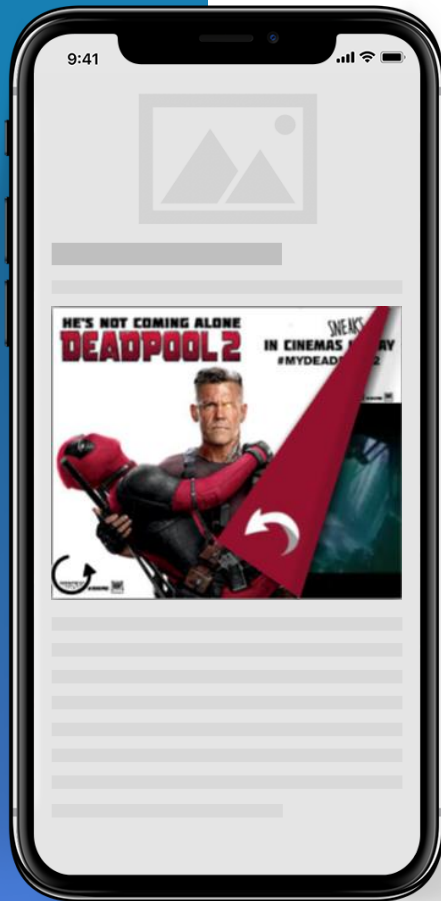**Adello**

Peeling Ad

A catalogue-like ad format where the user peels the front page to discover more content.

Rich media options

Creative components	3 static images:
	- Front page
	- Revealed layer
	- Back of the front of page (optional)
Format	Rectangular: 300x250
Video options	Max 1 video (on revealed layer only)

Deliverable specifications
https://m.adctrl.com/ep0wdq

Adello

Questions?

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