

Mobile Marketing in Action



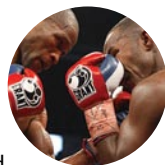
CHEVY DEALERSHIP

A radio station teaser in Baltimore encouraged listeners to text “Fox” to the station short code (five-digit mobile code) for the chance to win a \$98 car. The campaign received 495 entries. More than 300 people attended the Chevy dealership’s event, resulting in the additional sale of 34 cars that day.

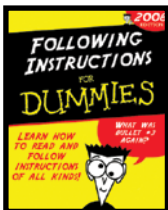
Source: Hipcricket

HBO PAY-PER-VIEW

HBO Pay-Per-View recently enjoyed a 13-percent click-through rate for a campaign designed to give away a signed boxing glove in advance of a championship fight. As a result, a substantial amount of people opted in to participate not only to win the signed boxing glove, but also went ahead and purchased the pay-per-view match. HBO continues to use mobile marketing to reach and engage potential customers and pay-per-view viewers.



Source: iLoop Mobile



WILEY PUBLISHING'S FOR DUMMIES SERIES

Wiley Publishing did a campaign incorporating mobile into its multi-channel marketing approach. Customers were able to text in the word “dummies” and their E-mail address to receive a \$5 off coupon for any of the For Dummies-type books. The company also ran mobile advertising banners across multiple networks. Those drove consumers to a widely branded mobile site, with an option to join its mobile club. With more than 1.3 million impressions, the mobile ads themselves produced a 1.4-percent click-through rate. That was four times the click-through rate that Wiley had experienced through online or digital previously.

Source: Hipcricket