

“IN-BANNER” DATA CAPTURE



ADVERTISER: T-MOBILE

AGENCY: BLM QUANTUM

DURATION

September 29 – October 19, 2009

BACKGROUND

Campaign to promote the “free texts for life” offer on PAYG including free SIM cards from T-Mobile

OBJECTIVES

Drive genuine orders from consumers interested in receiving free SIM cards from T-Mobile. Upon receipt of orders, T-Mobile would dispatch 1/2 SIM cards to consumer. Upon activation, consumers would enjoy unlimited FREE texts in conjunction with the terms and conditions of the promotion.

CREATIVE

A combination of “in banner” flash creative developed using the LolaGrove SDK (software developer kit), together with standard click through banners. The “in banner” formats enabled consumers to submit their order without leaving the website hosting the adverts, while the standard formats clicked through to a capture form on the T-Mobile website.

MEDIA USED

The campaign was bought by BLM and placed across websites and networks including eBay, Specific Media, Yahoo, Facebook, Ad2One and Unanimis

RESULTS

Comparing “like for like” flash format delivery, the LolaGrove “in banner” formats generated an increased data capture rate approaching 50%, ranging between 35% and 65% across the networks.

JIM GYNGELL, HEAD OF TRADING BLM QUANTUM –

“We’ve been using LolaGrove for the past two years. LOLA delivers an integrated capture and management solution which increases our campaign control, whilst the uplift from their solution speaks for itself.”