



Chalk Global

Hello.

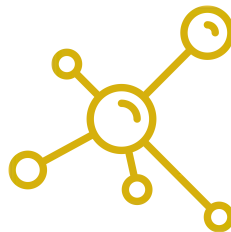
Curating Advertising Relevancy

Hotels.com



OBJECTIVE

GENERATE APP
DOWNLOADS THROUGH
DISCOVERABILITY.



METHODOLOGY

THE PLANNING AND
NEGOTIATING OF MEDIA IN
29 COUNTRIES OVER
MULTIPLE DEVICES.
CAMPAIGN MEDIA MIX OF
INCENTIVISED VS PREMIUM
DOWNLOADS TO DRIVE
HIGH APP POSITIONING AND
ACQUIRE HIGHLY ENGAGED
TRAVEL APP USERS.



RESULTS

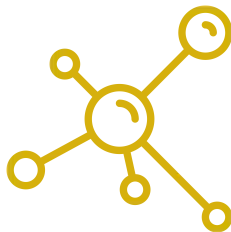
CLIENT OPENED SPEND
ACROSS MULTIPLE
GEOS.





OBJECTIVE

GENERATE APP
DOWNLOADS FOR
MALES 40+ IN THE UK.



METHODOLOGY

USING CLIENT 1ST PARTY
DATA TO AUDIENCE
MATCH ACROSS MOBILE
INVENTORY. LOOKALIKE
DATA THROUGH 3RD
PARTY PROVIDERS TO
AMPLIFY. USING IN APP
AND REAL TIME BIDDING
MOBILE DISPLAY.



RESULTS

SUPERSEDED TARGET BY
120%.

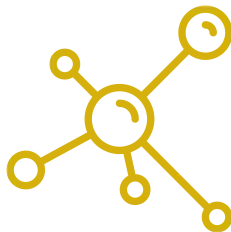


Europcar



OBJECTIVE

GENERATE APP
DOWNLOADS FOR
BUSINESS TRAVELLERS
IN GERMANY.



METHODOLOGY

USE 3RD PARTY DATA TO
OVERLAY TRAVEL
INTENDERS WITH
BUSINESS INTERESTS
ACROSS FACEBOOK.
PROMOTED VIA APP
INSTALL ADS.



RESULTS

HIT CPI TARGET, PLUS
GENERATED 3,000
FACEBOOK FANS.





Thanks.

186 City Road

London, EC1V 2NT

+44 (0)203 700 3071

@chalkglobal

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