

fonemedia × A.Vogel

Product ← Retail Awareness ↑ Engagement

→ The Brief

A. Vogel, a leader in natural health products, aimed to increase awareness of their herbal remedy, Dormeasan® Valerian-Hops Oral Drops, by driving traffic to the product's information page.



Mobile Direct

generalised audience

- Geographic
- Language
- IAB category

1.13%
CTR

85.70%
Viewability rate

→ The solution

We **geotargeted users aged 20-65** in the UK's main cities, focusing on those interested in sleep, stress prevention, low mood and relaxation.

→ The results



4,500
Engaged users

The campaign brought over **4,500 engaged users to the landing page**, significantly raising product awareness. Most visits came from Samsung and Apple devices, showing strong demand for the wide mobile banner. We provided insights and suggestions for optimising future campaigns.

→ About fonemedia

Our methodology

We create highly targeted organisational awareness through the power and reach of mobile marketing. Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message. We utilise the best technology available to ensure a cost-effective and highly targeted top-of-funnel awareness across multiple industries.

Contact us

info@fonemedia.co.uk
+44 0113 834 6399

Suite 4.2 / 1175 Century Way
Thorpe Park
Leeds
LS15 8ZB

To learn more, visit fonemedia.co.uk

