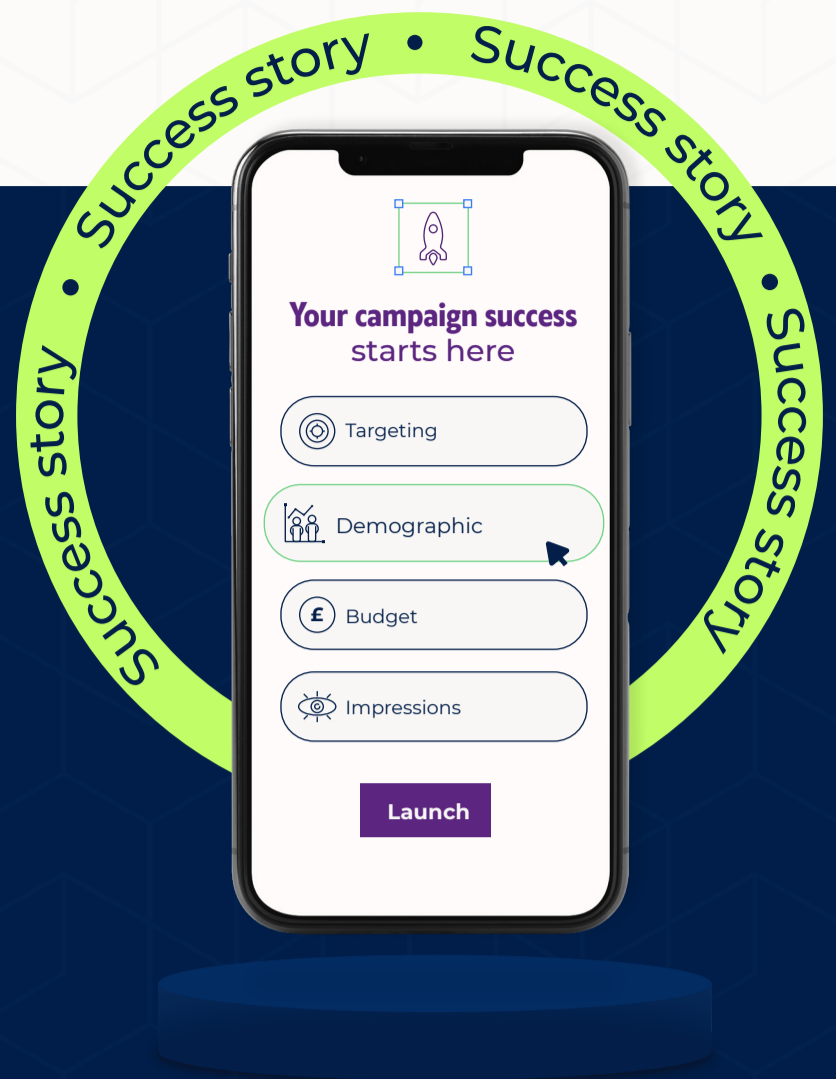


fonemedia × Cambridge Regional College

Education ← Awareness ↑ Apprenticeship

→ The brief

Cambridge Regional College, a leading further education institution, aimed to raise awareness of their upcoming online Apprenticeship information evening.



Mobile Direct

generalised audience

- ✓ Geographic
- ✓ Language
- ✓ IAB category

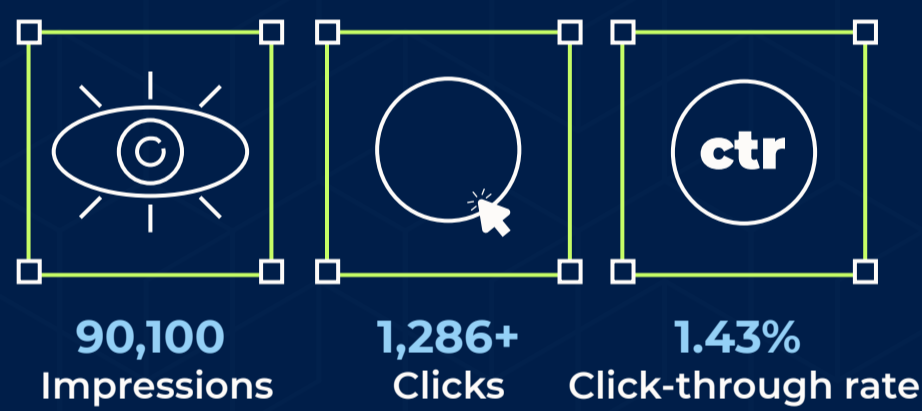
1.13%
CTR

85.70%
Viewability rate

→ The solution

We implemented a targeted Mobile Display campaign, focusing on Cambridge and nearby cities to reach both young people and their parents.

→ The results



The campaign delivered **90,100 impressions** and generated **1,286 clicks**, achieving a **1.43% click-through rate**. The strong response to the wide mobile banner indicated high audience engagement.

→ 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.

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