

# fonemedia × Currys

Recruitment



Target



Awareness

## ➔ The brief

Currys, a multinational retailer, sought to raise awareness of their HGV driver roles amid a national shortage and attract suitable candidates.



### Mobile Plus particular audience

- ✓ Geographic
- ✓ Language
- ✓ IAB category
- ✓ Demographic
- ✓ Keyword
- ✓ Pre-built audience models

1.48%

CTR

87.14%

Viewability rate

## ➔ The solution

fonemedia's Client Services team used Mobile Plus, **combining geo-targeting with demographics and category targeting**, to find the most engaged audience for these roles.

## ➔ The results



320,000  
Impressions



1.32%  
Click-through rate

The campaign delivered nearly **320,000 impressions and achieved a 1.32% click-through rate**, more than double the Google industry benchmarks for the job and education sector. Currys ran several successful follow-up campaigns using our personalised targeting.

## ➔ 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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