

fonemedia × Kier Living

Property ← Awareness ↑ Inquiries

→ The brief

Kier Living aimed to increase awareness and drive enquiries for affordable homes at their Marston Green development near Birmingham airport.



Mobile Plus particular audience

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

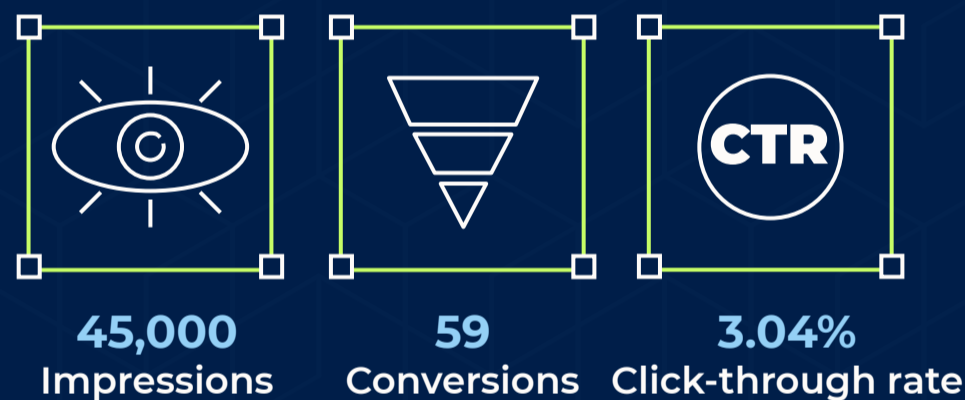
1.48%
CTR

87.14%
Viewability rate

→ The solution

We launched a **Mobile Plus** campaign targeting individuals aged 25+ at Birmingham Airport, earning over £25k per year, with interests indicating they worked at the airport.

→ The results



The campaign garnered over **45,000 impressions** and **59 conversions**, achieving a **3.04% conversion rate**. Notably, 74% of clicks came from airport Wi-Fi, with peak engagement before 9 am, during lunchtime, and at 7 pm, aligning with staff break times and shifts.

→ 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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