

fonemedia × Land Rover

Automotive ← Target Campaign ↑ Potential buyers

→ The brief

Jaguar Land Rover targets a **high-income demographic that can afford premium vehicles**. The automotive company tasked fonemedia with developing a plan to attract potential buyers of approved used Land Rovers for two dealerships in Southern England.



Mobile Plus particular audience

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

1.48%
CTR

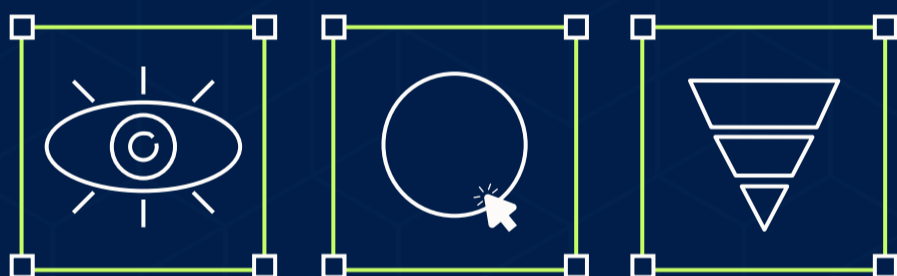
87.14%
Viewability rate

→ The solution

fonemedia recommended our **Mobile Plus product for precise targeting**.

We focused on a ten-mile radius around BH23 2BN, SP4 6EB, and SO18 2HJ, targeting households with incomes aligned with Land Rover buyers. Additionally, we implemented dayparting to prioritise ad engagement during evenings and weekends.

→ The results



180,117
Impressions

1,100+
Clicks

67
Direct leads

Our mobile-first approach delivered strong results, generating **over 180,117 impressions and 1,100+ clicks**, demonstrating effective targeting and high audience engagement. Notably, our strategy targeting users on automotive sites and apps yielded **67 direct leads**.

→ 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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