

Mobile App Installs Case Study

Publicitas - Miami

Objective

Publicitas Miami was tasked by their client, Visit Florida, to drive mobile app installs of their iOS only Application.

“Florida Guia Oficial” is an indispensable mobile tool created for travelers to find all the necessary information in order to enjoy and make the most of their trip to Florida.

Results

During the campaign, mobile **app installs grew by 500% in Mexico**, compared to the previous month. Moreover, the month during which the campaign was active **represented more than 50% of all mobile app installs** with in the region year-to-date.

“Technology should be in the hands of everyone, especially a growing Latin American population. We were able to reach this entirely niche market by leveraging MediaMath’s Upcast platform. Through this collaboration were able to see an enormous response rate, successfully increasing monthly app installs by +500%.”

Roberto Lago

Digital Director Publicitas Latin America and U.S. Hispanic

Solution

Publicitas turned to MediaMath’s Upcast to run mobile app install campaigns for Visit Florida throughout Mexico by implementing the following strategies:

- Using a variety of impactful mobile in-app ad sizes: standard banners, full page, and MREC ads
- Leveraging both iPhone and iPad creative units to reach Visit Florida’s intended audience and optimize campaigns accordingly

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