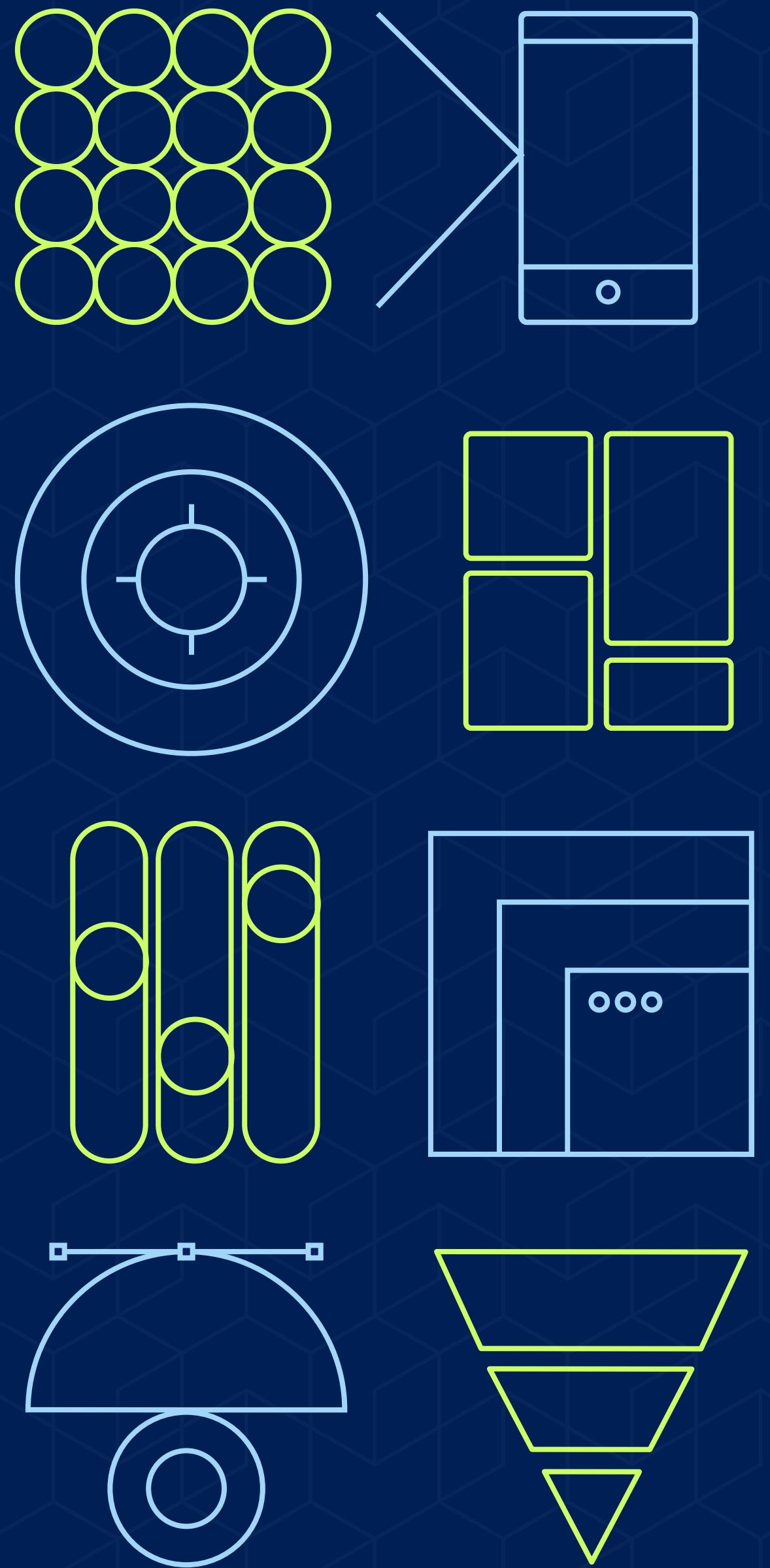


fonemedia

Targeted Mobile Marketing

Awareness ← Media Design ↑ Mobile Marketing

→ Programmatic Digital Target Audiences

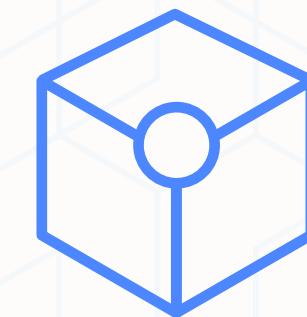
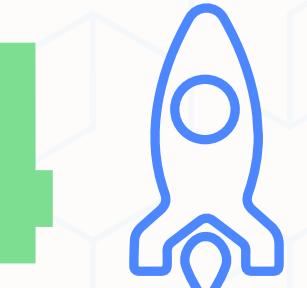
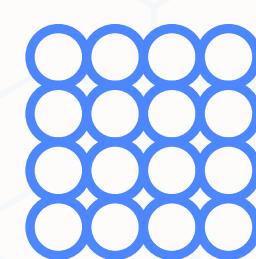


Summary

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- ➔ Mobile in 2024 p.4
- ➔ Benefits of working with fonemedia p.5
- ➔ How Does Mobile Marketing Work? p.6
- ➔ Experian Data p.7
- ➔ Creative Services p.8
- ➔ Testimonials p.9

We Are Experts in Mobile Connections

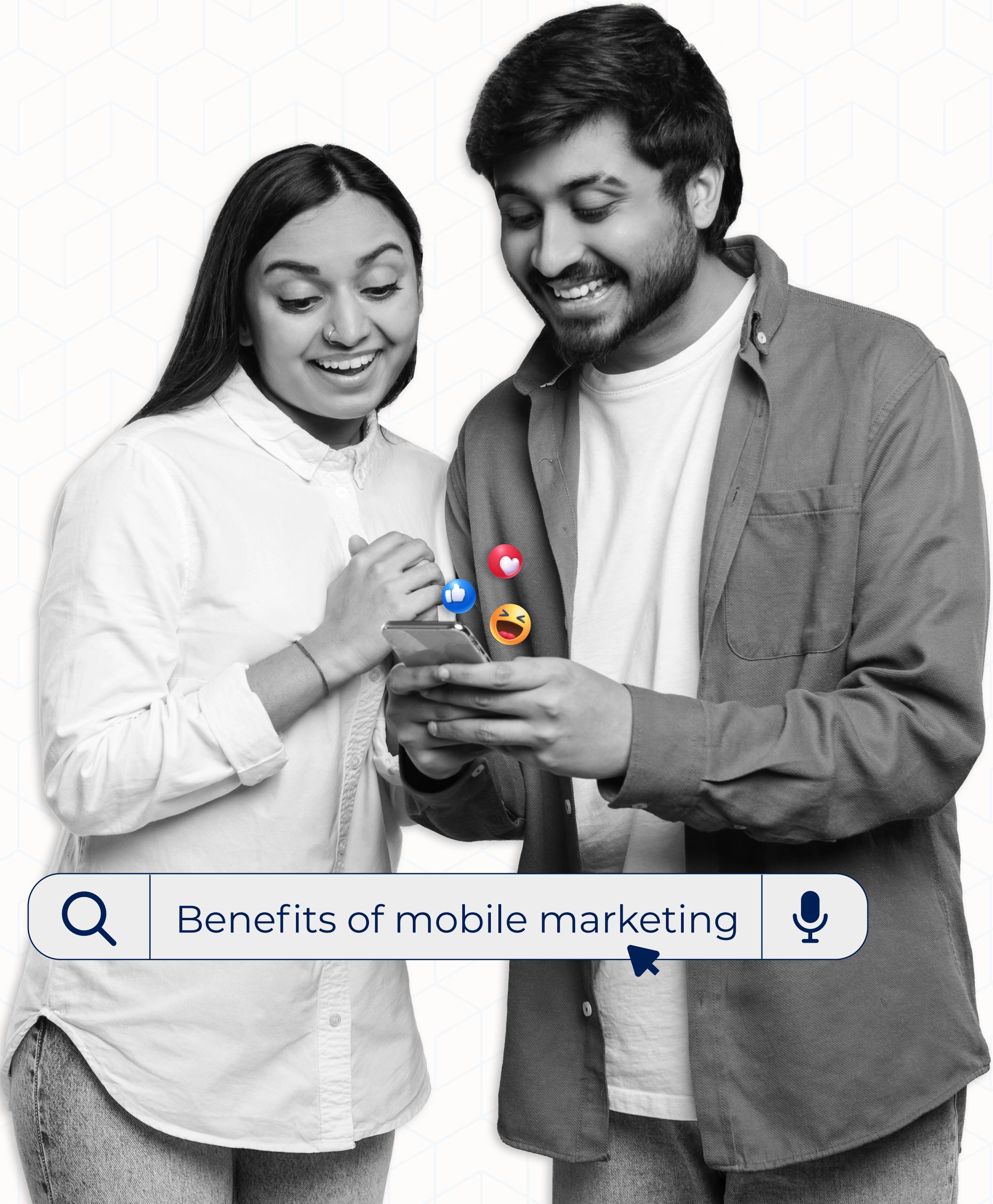
We connect you with your audience through the extraordinary capabilities of mobile technology. With precise targeting, we ensure your message reaches the right people at the right time, maximising engagement. Our rich media and display ads attract and engage users with visually compelling, interactive content and creatives, producing meaningful connections that drive awareness.

-  **1** **What we do**
We create highly targeted brand awareness through the power and reach of mobile marketing.
-  **2** **Focusing heavily on proven strategies that aim to hit the right people at the right time with the right message.**
-  **3** **Who we are**
We are experts in the mobile marketing field. We are incredibly proud to adopt a culture of collaboration and dedication to the work we do.
-  **4** **Our customisable solutions are supported by our client-centric approach - delivering campaigns driven by our team of experts to create tangible results.**
-  **5** **Led by our founder James and joined by directors Kathryn, Nicola and Michael, our team has more than 100 years of combined experience in marketing.**

Mobile in 2024

Mobile marketing has become an essential tool for connecting with audiences, driven by the role they play in consumers day to day life.

The daily engagement presents a significant opportunity for organisations to deliver targeted content directly to consumers, right where they spend most of their time.



Benefits of mobile marketing

52%
of users say that a poor mobile experience makes them less likely to engage with an organisation.

Ofcom Market Report

97.6%
of 16-64 year olds own a smart phone.

We Are Social

50%
of adults use their phones to access news once a day.

YouGov

69%
of consumers make online purchases on their mobile phones.

Statista

The Benefits of Working with fonemedia

1.46%

Our average CTR across all display ad campaigns is 1.46% compared to the industry average of 0.46%.

150
countries

Working with clients in over 150 countries has given us global reach with our services.



Mobile marketing bridges the gap between technology and marketing with highly personalised content.

52%

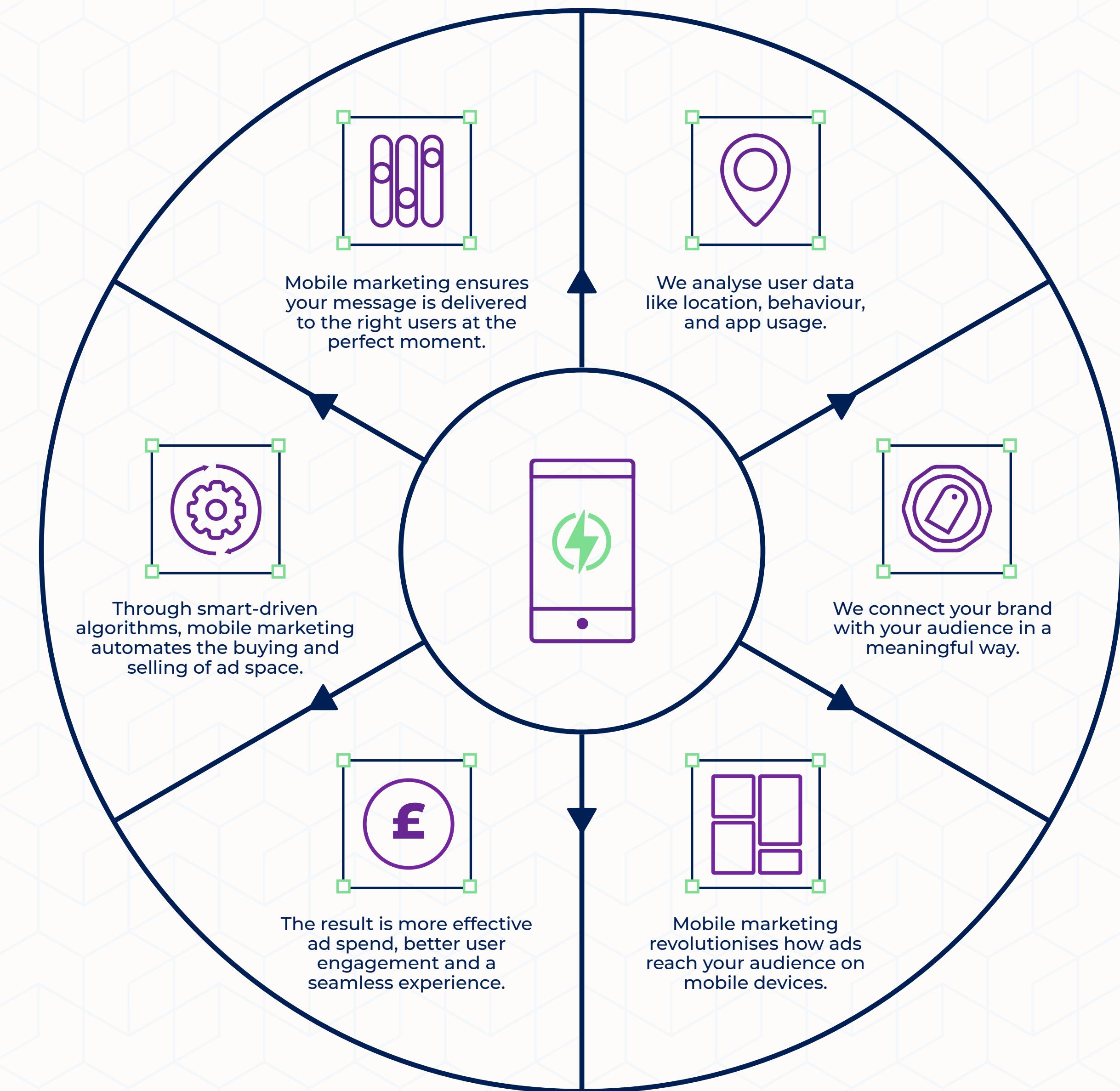
of sales are through mobile, making it an important touch point for marketing strategies.



We work with 155+ organisations



How Does Mobile Marketing Work?



Experian Data

→ Targeting criteria includes:

Geographic

- ↪ County
- ↪ Postcode
- ↪ Town
- ↪ City

Financial

- ↪ Bank accounts
- ↪ Credit investments
- ↪ Mortgages
- ↪ Pensions

Lifestyle

- ↪ Education
- ↪ Newspapers
- ↪ Travel
- ↪ Supermarket spend

Interests

- ↪ Charity
- ↪ Days out
- ↪ Holidays
- ↪ Hobbies

Property

- ↪ Property type
- ↪ Value
- ↪ Residence
- ↪ Type

Spend trends

- ↪ Automotive
- ↪ Technology
- ↪ Beauty
- ↪ Entertainment

Demographic

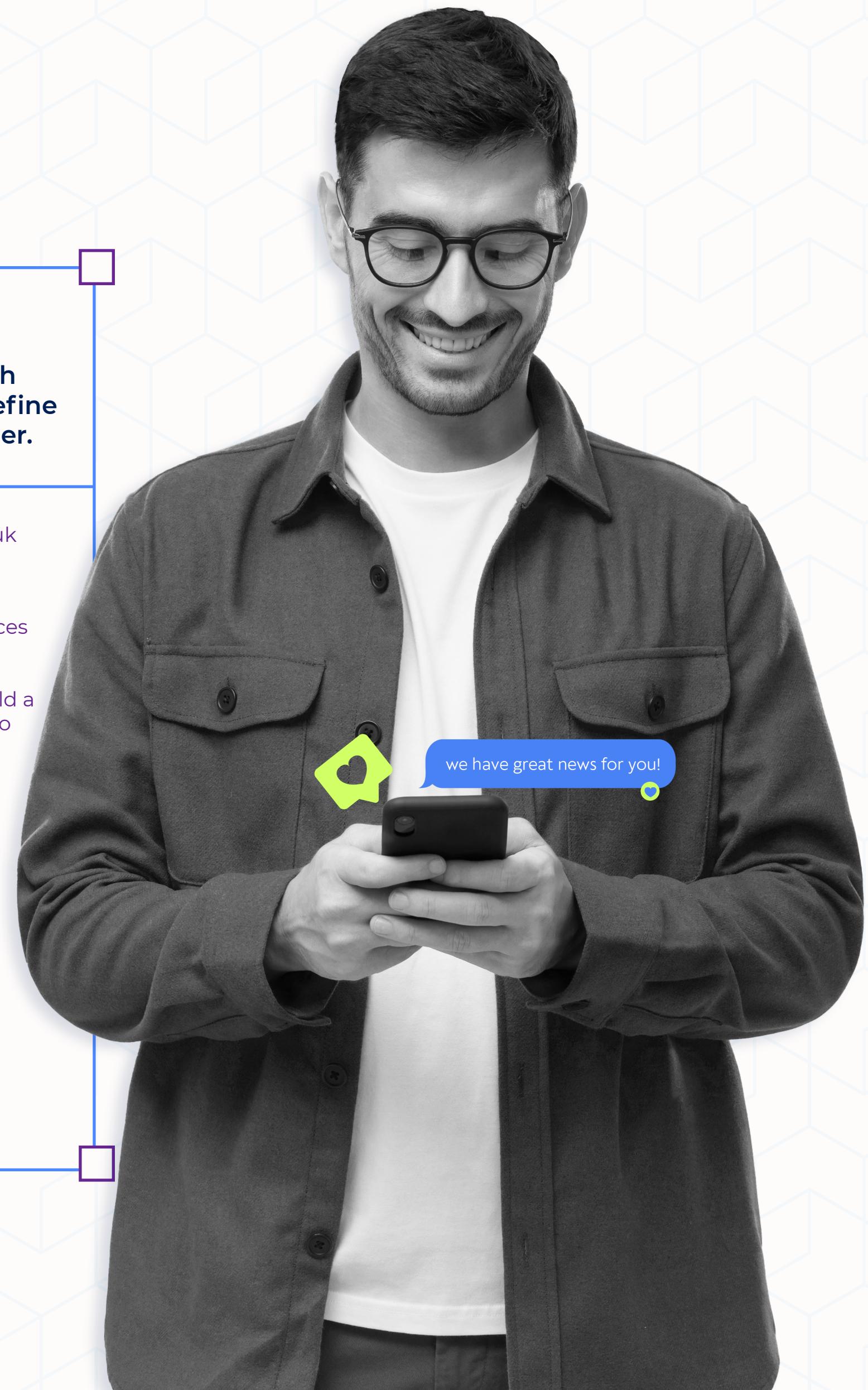
- ↪ Age
- ↪ Children
- ↪ Household
- ↪ Marital status

Socio-demographic

- ↪ Employment
- ↪ Social grade
- ↪ Affluence
- ↪ Mortgages

Our partnership with experian allows us to refine audiences even further.

- ✓ Access to over 50 million uk adult's data with detailed insights.
- ✓ Specific targeting audiences built by mosaic profiling.
- ✓ Analysis of the data to build a tailored audience profile to your brand.
- ✓ Leverage your first party data to identify new potential audience pools.



Creative Services

Having defined and curated the most relevant target audience for your campaign and where best to reach them, we need to ensure the creative is speaking to the audience in the right way. We can support you here, streamlining your creative process and saving you valuable time. Let us handle the production of your creative assets, so you can focus on what matters most - growing your business.

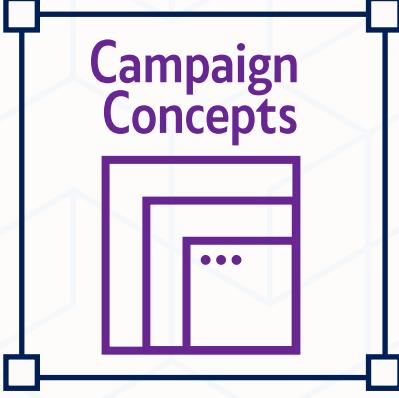
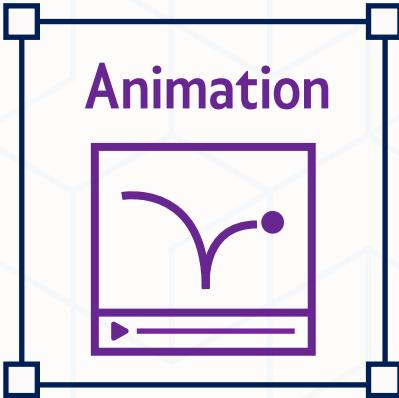
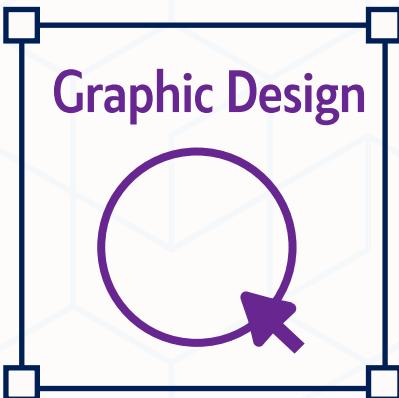
Glasgow School of Art campaign results

3,843
Clicks

5.17%
CTR

74,297
Impressions

79.7%
Engagement rate
on smartphone



Testimonials

“Partnering with fonemedia for the Glasgow School of Art's annual degree show campaign for the first time was an exceptional experience. The team was incredibly helpful, creative and responsive, and the results impressive, seeing a significant increase in engagement with the GSA's digital degree show showcase across our target audiences. Their data-driven insights allowed us to optimise the campaign and target our very specific audiences with precision. Their collaborative approach and ability to turn our vision into an effective, on brand mobile advertising strategy surpassed our expectations.”

Kirsty L. Barr
Head of Communications
The Glasgow School of Art

“Even on the tightest of campaign budgets, our analytics show that fonemedia's targeted advertising have been by far the single largest source of referral traffic for Myerscough College's booking pages for our events.”

Robby Dawson
Digital Marketing Executive
Myerscough College

“We are an independently owned automotive group, so it's vital we are able to track a campaign's success - fonemedia allowed us to do just that. Overall, working with fonemedia was easy, professional and above all else, tailored to suit us.”

Sam
Marketing Manager
Chapelhouse Motor Group



fonemedia

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