


# fonemedia × A.Vogel

Product   ←   Retail   Awareness   ↑   Engagement

## ➔ The Brief

A. Vogel, a leader in natural health products, aimed to increase awareness of their herbal remedy, Dormeasan Valerian-Hops Oral Drops, by driving traffic to the product's information page.



**Mobile Direct**  
generalised audience

✔ Geographic

✔ Language

✔ IAB category

1.13%  
CTR

85.70%  
Viewability rate

## ➔ The solution

We **geotargeted users aged 20-65** in the UK's main cities, focusing on those interested in sleep, stress prevention, low mood, and relaxation.

## ➔ The results



4,500  
Engaged users

The campaign brought over **4,500 engaged users to the landing page**, significantly raising product awareness. Most visits came from samsung and apple devices, showing strong demand for the wide mobile banner. We provided insights and suggestions for optimising future campaigns.

## ➔ 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 cost-effective and precise top-of-funnel across multiple industries.



### Contact us

info@fonemedia.co.uk  
0113 834 6399  
Suite 4.2 / 1175 Century Way  
Thorpe Park  
Leeds  
LS15 8ZB  
To learn more, visit **fonemedia.co.uk**

