


fonemedia × First Bus


Recruitment ← Target Campaign ↑ Awareness


➔ The brief


First Bus, one of the UK’s largest bus operators, aimed to raise awareness of trainee bus driver roles in specific areas to support community connectivity.





**Mobile Plus**
particular audience


 Geographic

 Language

 IAB category

 Demographic

 Keyword

 Pre-built audience

1.45%

CTR


87.14%

Viewability rate


➔ The solution

Our client services team identified **key areas where recruitment was critical** and launched a geo-targeted Mobile Plus display campaign. We also used category targeting to reach individuals showing interest in recruitment opportunities.

➔ The results



500,000
Impressions

**CTR**

1.47%
Click-through rate

The campaign delivered over **500,000 impressions with a 1.47% click-through rate**, surpassing Google industry benchmarks for the jobs and education sector. The strong response indicated high demand for trainee bus driver roles, leading to multiple successful follow-up 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.

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