

# fonemedia × Kier Living

Property



Awareness



Inquiries

## ➔ The brief

Kier Living aimed to increase awareness and drive inquiries for affordable homes at their Marston Green development near Birmingham airport.



### Mobile Plus

particular audience

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

1.45%

CTR

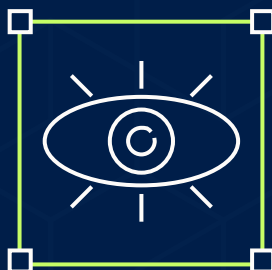
87.14%

Viewability rate

## ➔ The solution

We launched a **Mobile Plus campaign targeting individuals aged 25+** at Birmingham Airport, earning over £25k per year, with interests indicating they worked at the airport.

## ➔ The results



45,000

Impressions



59

Conversions



3.04%

Click-through rate

The campaign garnered over **45,000 impressions and 59 conversions, achieving a 3.04% conversion rate.** Notably, 74% of clicks came from airport Wi-Fi, with peak engagement before 9 am, during lunchtime, and at 7 pm, aligning with staff break times and shifts.

## ➔ 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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