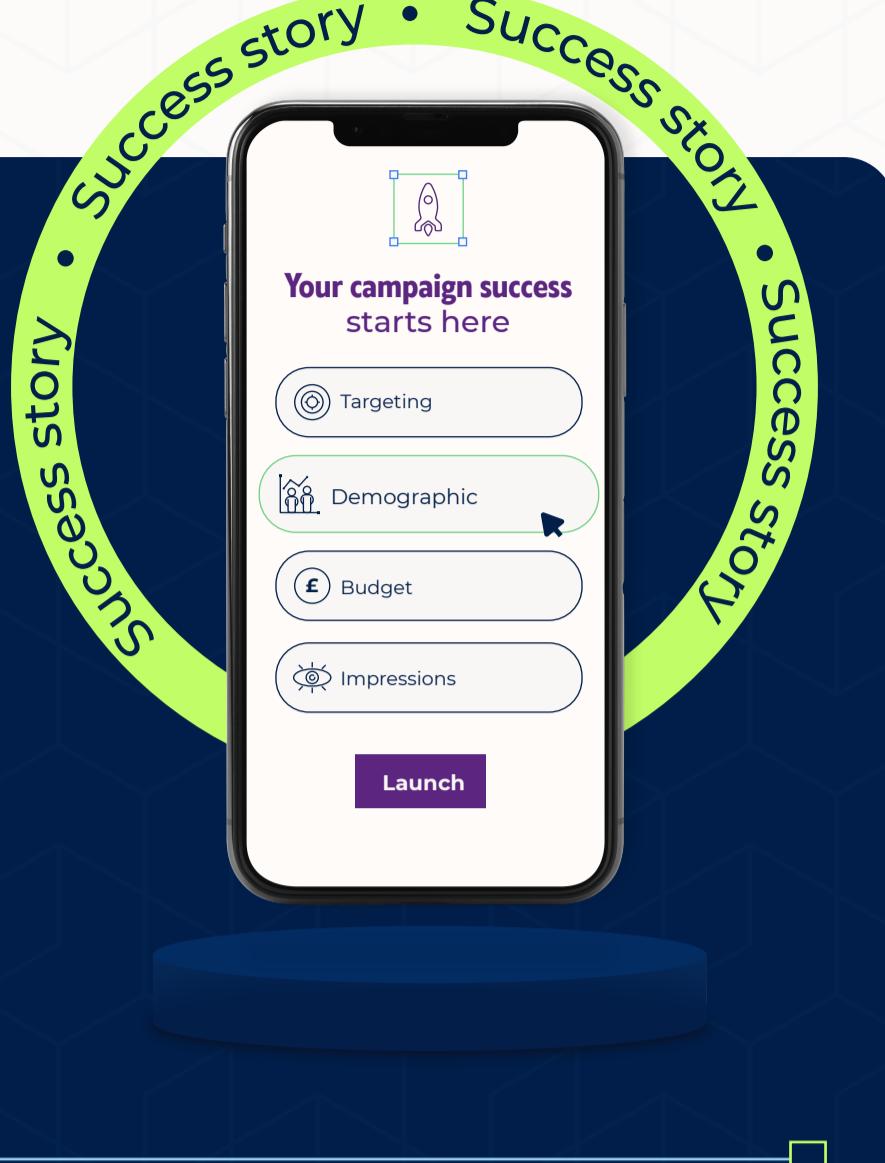


# fonemedia x Regatta

Product ← Retail Awareness ↑ Engagement

## → The brief

Regatta, a global outdoor retail brand, aimed to increase awareness of their discounts and drive engagement with their stores. They also sought insights into audience behaviour through an A/B test of artwork and copy for future marketing strategies.



### Mobile Direct generalised audience

- Geographic
- Language
- IAB category

1.13% CTR

85.70% Viewability rate

## → The solution

We recommended Push Notification, using **geo-targeting** to focus on St. Andrews. The campaign targeted users interested in outdoor activities with relevant apps on their devices, reaching a filtered audience through our push notification network.

## → The results



The campaign delivered over **15,000 impressions** with a **3.63% click-through rate**, directing a highly engaged audience to Regatta's store locator. It generated an average of **15 clicks per day**, with high demand for the "3 for 2 on summer essentials, in-store only" offer. Insights from the campaign helped refine artwork and landing page strategies.

## → 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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