

fonemedia x St Helens Borough Council

Public ← Awareness → Traffic

➔ The brief

St Helens Borough Council aimed to raise awareness of social work jobs through top-funnel marketing, measuring success by traffic to their landing page.



🎯
Mobile Plus
particular audience

✔ Geographic

✔ Language

✔ IAB category

✔ Demographic

✔ Keyword

✔ Pre-built audience

1.45%
CTR

87.14%
Viewability rate

➔ The solution

We used Mobile Plus to target users based on behaviours and interests related to social services, combined with geo and demographic targeting for precision.

➔ The results

95%
Viewability

1,000
Users

Our strategies, including a lookalike audience, achieved over **95% viewability** and **directed over 1,000 engaged users** to the landing page. The campaign effectively **increased awareness** of the available roles, with a detailed report provided for future optimisation.

➔ 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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