

fonemedia x University of Leeds

Education



Awareness



Open Day

➔ The brief

The University of Leeds sought to raise awareness of their BA/undergraduate Open Days, with the goal of driving engaged traffic to the landing page.



Mobile Plus

particular audience

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

1.45%

CTR

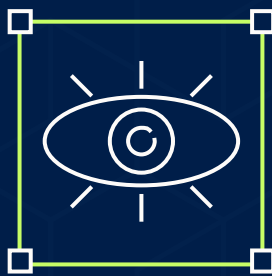
87.14%

Viewability rate

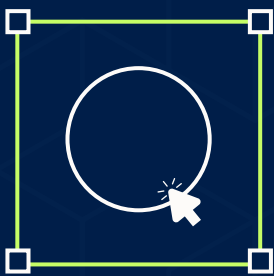
➔ The solution

We launched a four-week rich media campaign designed to **capture attention and increase engagement**. By using contextual and keyword targeting, we reached users actively searching for undergraduate courses.

➔ The results



1,993,222
Impressions



12,403+
Clicks



0.62%
Click-through rate

The campaign delivered **1,993,222 impressions and 12,403 clicks, achieving a 0.62% click-through rate**. The A/B test provided valuable insights into the most effective banner design, guiding future marketing efforts.

➔ 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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