

We helped a leading mobile operator to build their own demand side platform - here's one of the mobile advertising campaign results!

**Solution:** MI-DSP

**Campaign:** New Vehicle Model

**Advertiser:** Leading Automobile Brand



**Campaign Objective:**

- Build awareness and generate buzz of the new compact SUV.
- Encourage consumers to book a car test drive.
- Deliver message of "safety, functionality, excitement and luxury all in one."

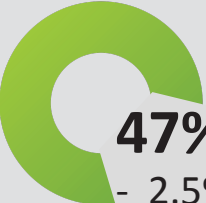


**Target Audience:**

- 35 to 55 years old male and female.
- First-time new car buyers.

**With a built-in optimization engine, our MI-DSP helps the advertiser identify a more clear TA:**

- Parent
- City animal
- Car shopping
- Car enthusiast
- Regular outdoor activities
- High-end mall shopper
- Consumer electronics
- Frequent online banking



**47%** higher in CTR results.  
 - 2.5% CTR using MI-DSP  
 - 1.7% CTR using other DSP



**10 million** unique subscriber viewers.

