

70 seconds of interaction: Fujitsu's mobile campaign finds success across six countries



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- Mobile campaign: 3 weeks, 2 languages, 6 countries
- Over 15 million impressions on Google Display Network, 100,000 pageviews
- 10% interaction rate, average dwell time of 70 seconds
- A third of the costs of setting up your own mobile website

In December 2012, the IT vendor Fujitsu tested a new mobile campaign format with a layout similar to its website to presents its high-quality notebook series in six different countries. Success: 100,000 pageviews, an interaction rate of 10 percent, and an average user dwell time of 70 seconds.

Fujitsu Technology Solutions is a leading European IT infrastructure provider. The company has a presence in the key markets in Europe, Africa, the Middle East, and India, offering its portfolio of services to both large multinationals, and small and medium-sized businesses. Fujitsu provides a full range of IT products, services, and solutions, from PCs and notebooks to data center solutions, managed services, and cloud-based solutions. Fujitsu Technology Solutions employs around 13,000 members of staff and forms part of the global Fujitsu Group.



We were pleasantly surprised and extremely satisfied with the campaign's high interaction rate and long dwell time.

Norman Grüger, Senior Marketing Consultant Online, Fujitsu Technology Solutions GmbH

Speedy campaign preparation at low costs

In December 2012, the IT vendor tested a new campaign layout similar to its website which advertised, using the motto "LIFEBOOK4LIFE", the top products in the notebook and tablet series of the same name. "For this campaign we ran banners in the Google Display Network which were imported onto smartphones," reports Norman Grüger, Fujitsu's Online Marketing and Campaign Website Manager. "Our advertising agency was quickly able to launch the mobile web pages, which were designed specifically for us, and the three-week campaign. And the mobile website represented a cost-effective way of advertising our notebook portfolio," added Manuel Deuse, the Program Manager leading the LIFEBOOK4LIFE campaign.

Mobile campaign across six countries

The mobile campaign was designed in German and English and played out in six different countries: Germany, UK, Sweden, Saudi Arabia, UAE, and Oman. Users were led to a product details page via a notebook configurator. Here they could leave their email address, allowing sales staff from the appropriate region to contact them directly with information on the products.

Excellent performance data

Within three weeks, the advertising resource had recorded more than 15 million display view hits in related fields. With a clickthrough rate of 0.62 percent, nearly 100,000 people visited the product pages and many also stayed. "We had an average interaction rate of 10 percent," reported Norman Grüger, "and the average time spent by users on the site was 70 seconds. That is a long time if you consider that users were viewing the mobile website on their smartphones." Norman Grüger and Manuel Deuse were pleasantly surprised by significant aspects of the mobile campaign. "We recorded good results, in particular in regard to awareness, and learned a lot for subsequent mobile campaigns—from banner design to the simplified layout of webpages and concentration on just a few selected products," they sum up. "In addition, we can now adapt the existing pages and product configurator ourselves for use with future campaigns."

Contact our **Google office**

Google Germany GmbH
 ABC-Strasse 19 | DE-20354 Hamburg
 Tel. +49 (0)40 808179-000