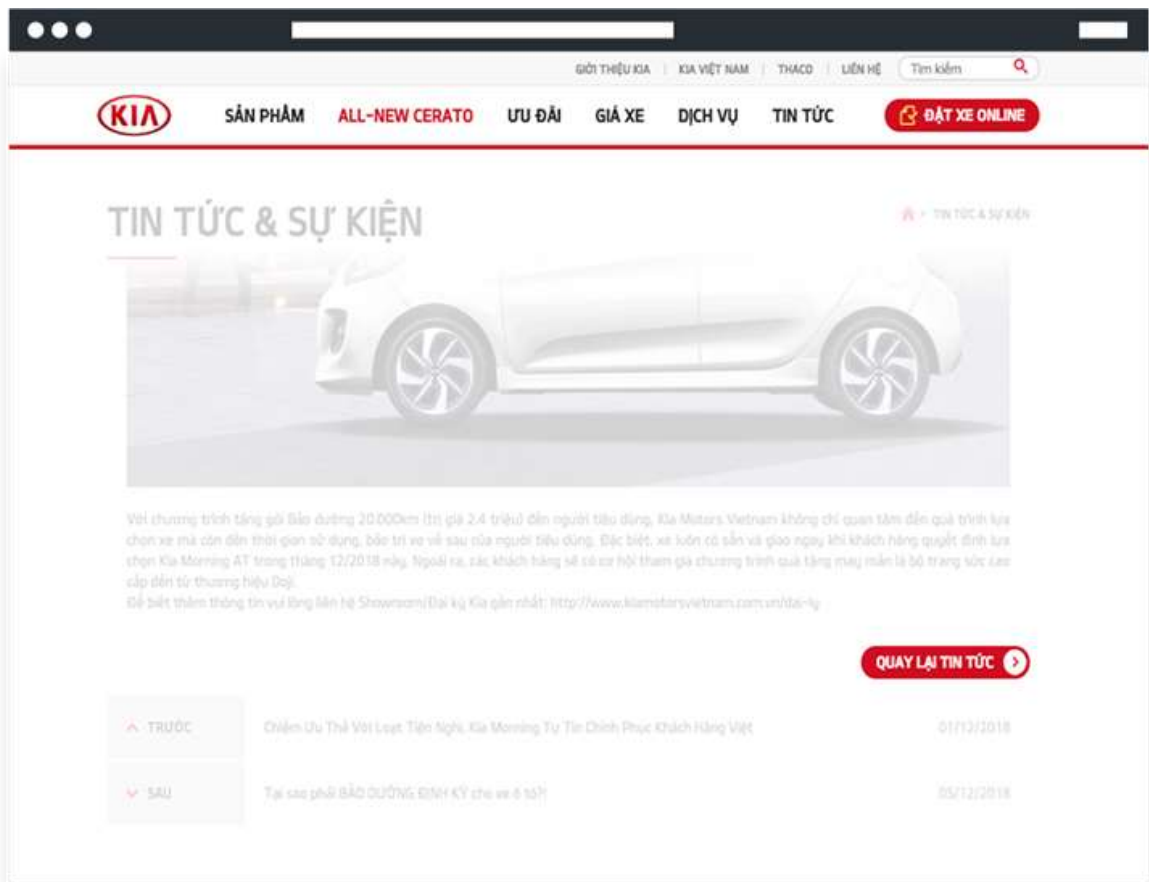
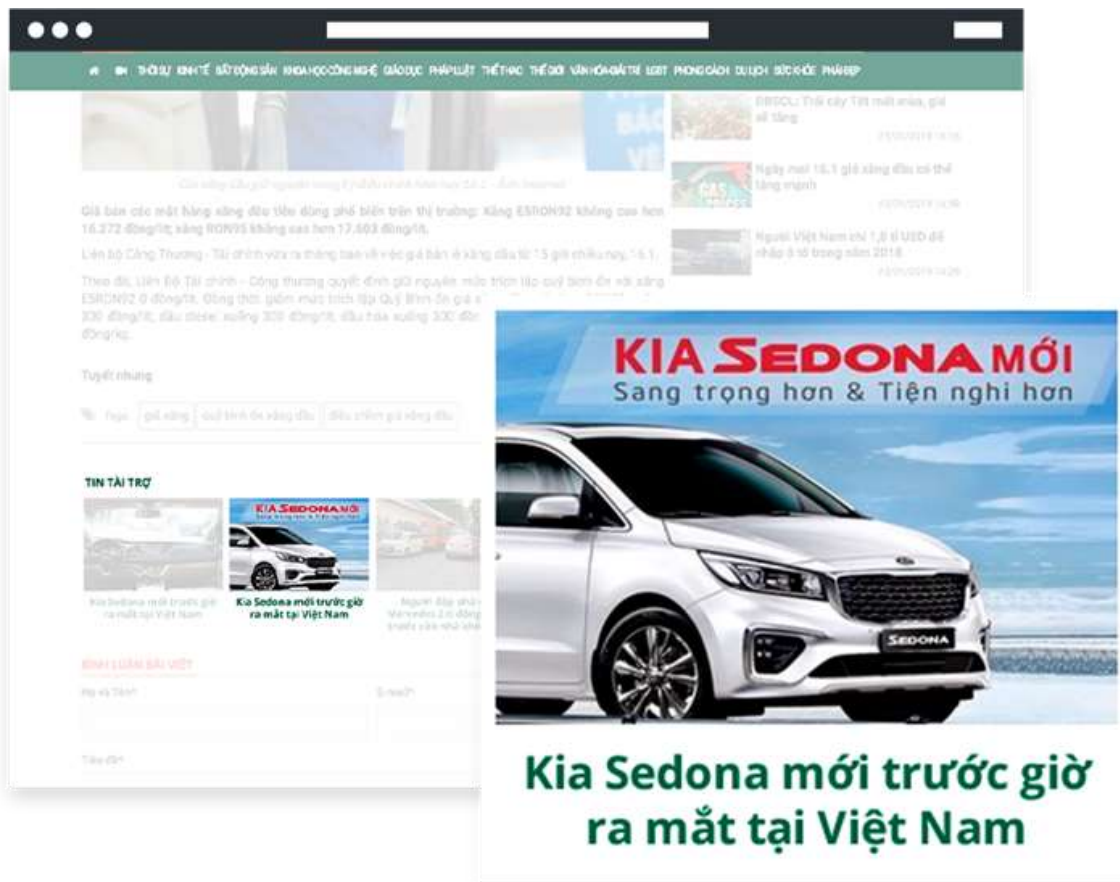
The background of the image shows a group of people, likely students or professionals, gathered around a table. A laptop is open on the table, and a pair of sunglasses is resting on it. The scene is overlaid with a blue-to-red gradient, which serves as a backdrop for the white text.

CASE STUDIES

KIA MOTORS PARTNERS WITH MGID TO COMBINE BRANDING AND CONVERSIONS



18%

CTR

3 mln

Impressions

35k

Clicks

00:02:55

Average Time
on Site

CHALLENGE

reach new high-quality audiences to further build the brand awareness around KIA’s flagship model on the Vietnamese market and encourage visits to the test drive booking page.

SOLUTION

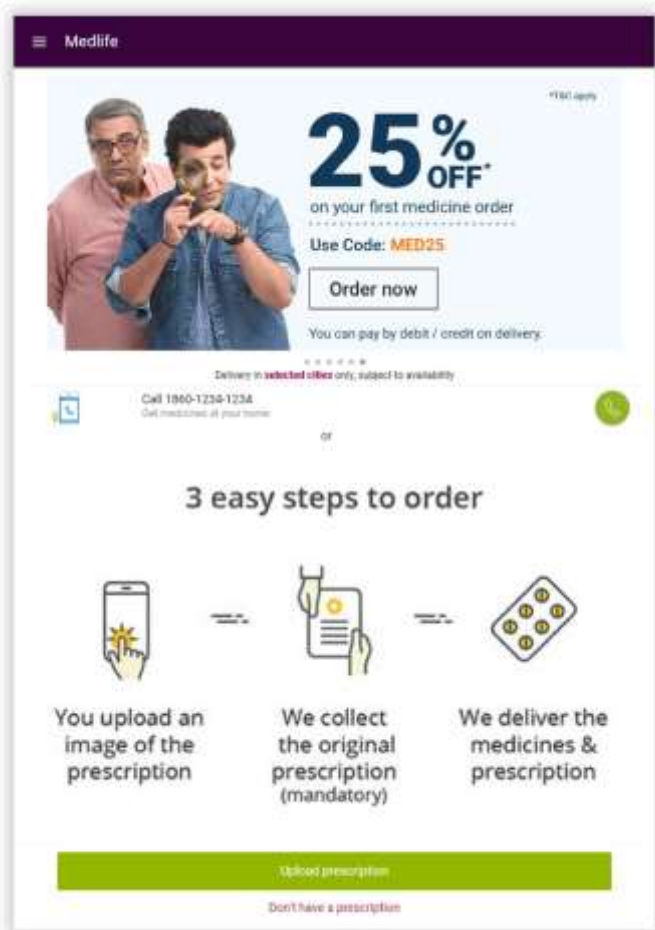
use MGID native platform to apply innovative approach to content marketing by combining amplification of positive third-party press coverage with native advertising and retargeting

RESULTS

with MGID KIA Motors managed to achieve 18% CTR at an average of 2 min 55 sec spent on the website.

MEDLIFE PARTNERS WITH MGID

TO INCREASE APP DOWNLOADS AND IN-APP TRANSACTIONS



\$994	Total spent
36 899	Total clicks
1,99%	Av. CTR
\$0.028	Av. CPC
\$2.85	CPL

CHALLENGE

being aware of the fact that India is becoming increasingly digital, and considering the growing popularity of mobile apps, the client was looking for an efficient way to increase Medlife’s app installs and, as a result, boost the number of in-app transactions.

SOLUTION

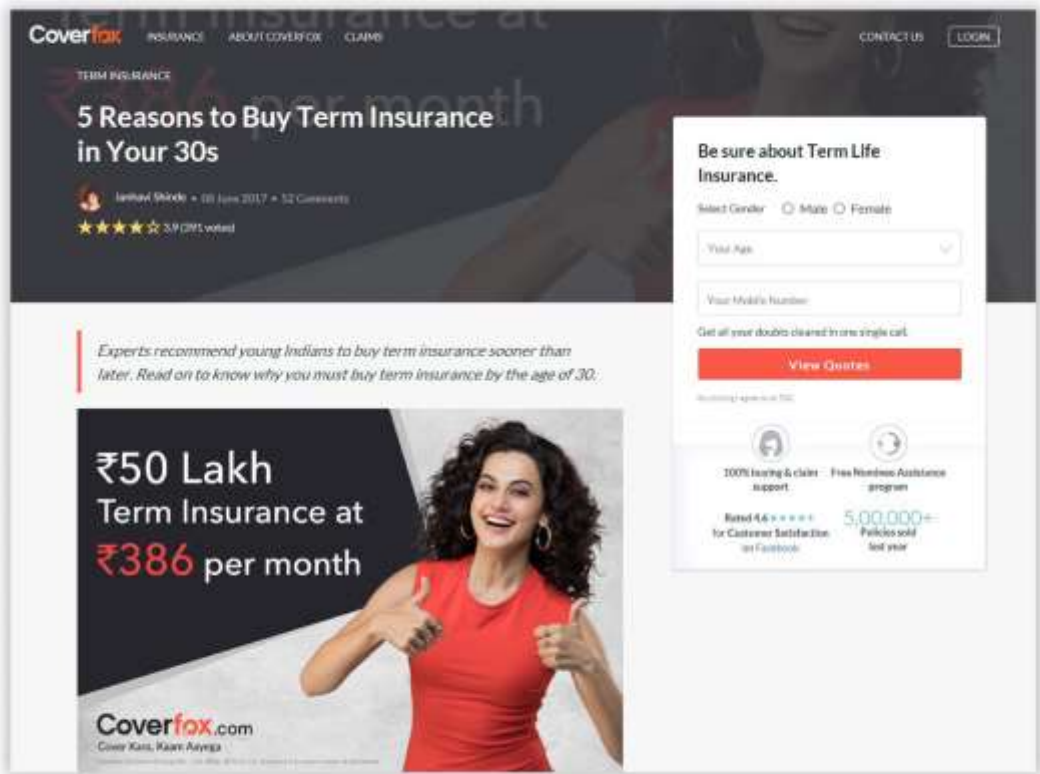
through engaging ads with a tailored copy, we were able to attract potential users to the specially-designed landing page and ultimately to the app. Specific calls-to-action were placed across the content motivating users to install the app and use Medlife’s online healthcare services.

RESULTS

with MGID Medlife managed to achieve 2% CTR at an average CPL of \$2.85.

COVERFOX PARTNERS WITH MGID

FOR THE CONTENT MARKETING STRATEGY DEVELOPMENT TO DRIVE CONVERSIONS



\$4326

Total spent

1078

Conversions

\$4.92

CPL goal

\$ 0.022

Av. CPC

\$4.01

CPL fact

2,6%

Av. CTR

CHALLENGE

Coverfox was looking for a non-intrusive yet effective way to reach and engage its target audience and ultimately drive registrations.

SOLUTION

use MGID's native advertising platform to provide a value-added experience to the audience and engage it with the ad content, while also helping the users to make a well-considered decision regarding insurance plans.

RESULTS

with MGID Coverfox managed to achieve 1 078 conversions and lower CPL by 25%.



YOUR NATIVE ADVERTISING SOLUTION
