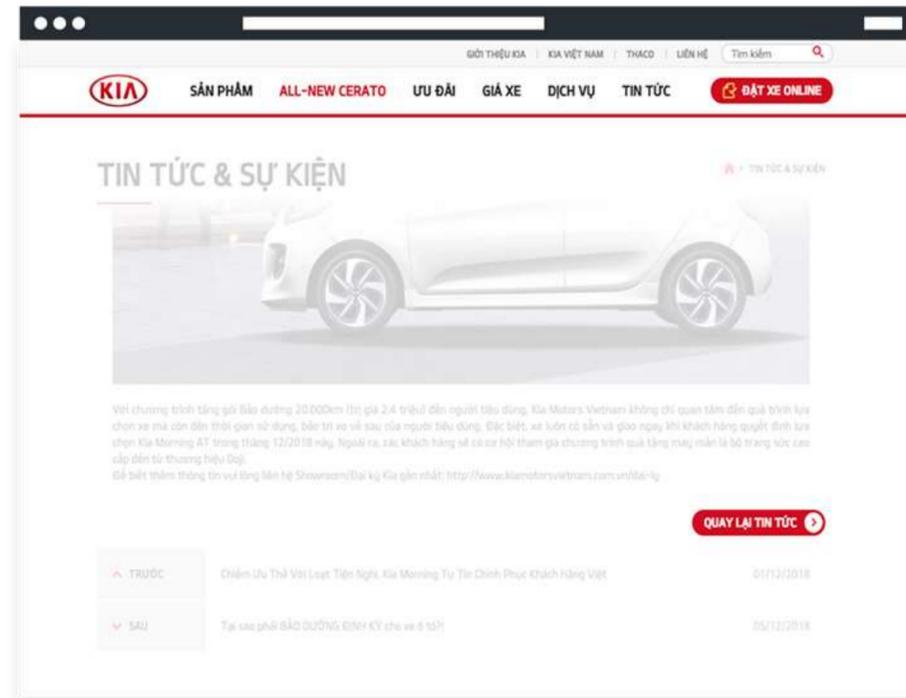
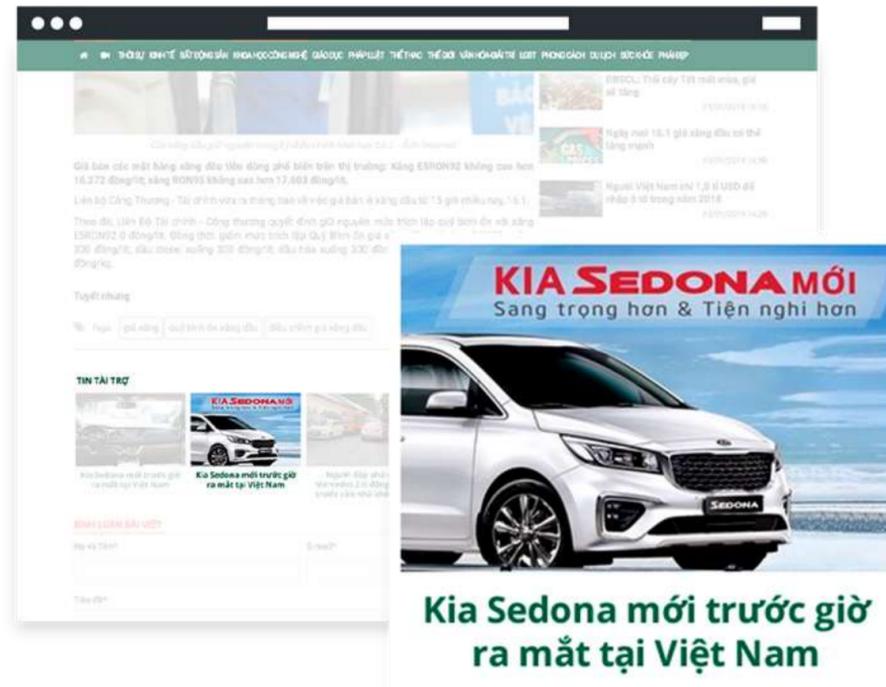




CASE STUDIES

KIA MOTORS PARTNERS WITH MGID TO COMBINE BRANDING AND CONVERSIONS

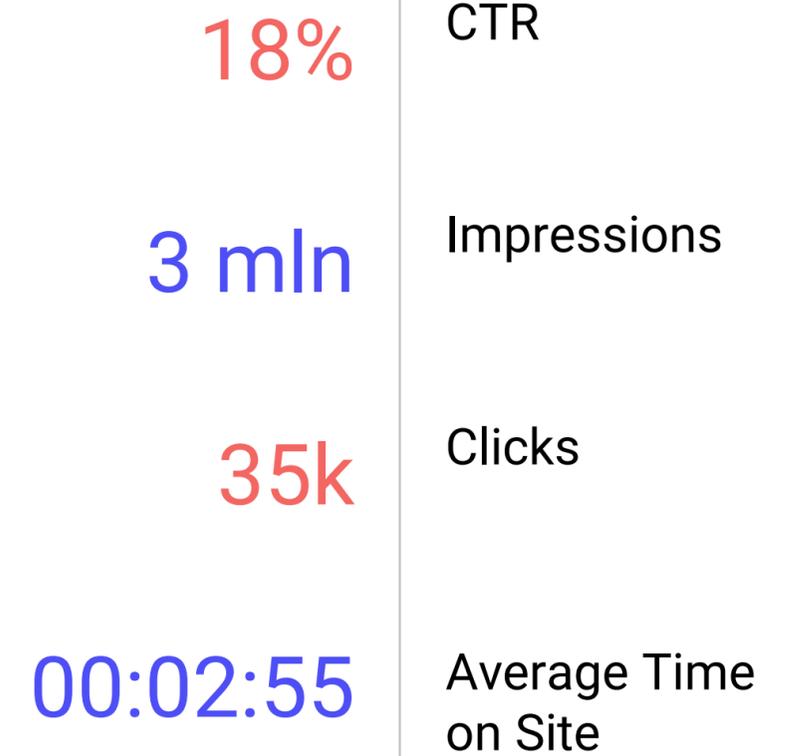


CHALLENGE

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



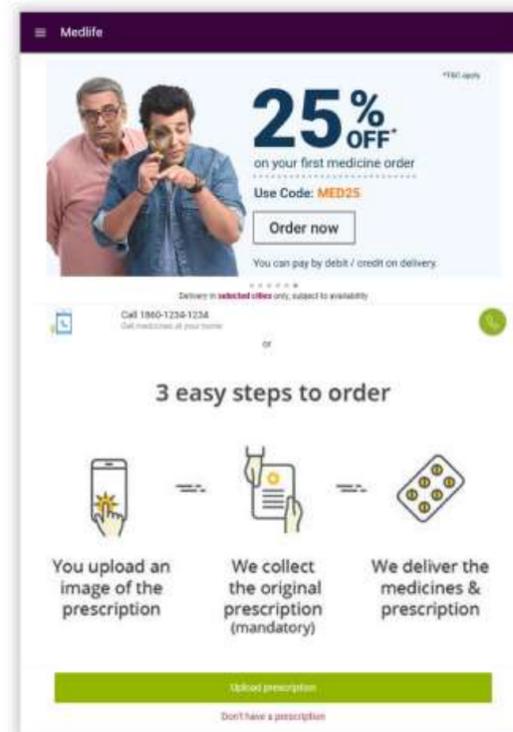
Doctor On Demand
In India: Consult
Online And Order
Medication



India: Medications
Online [Save Up
To 70% On
The First Order]



Get Medications
Without Going
To A Pharmacy
[Up To 70% Off]



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.

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

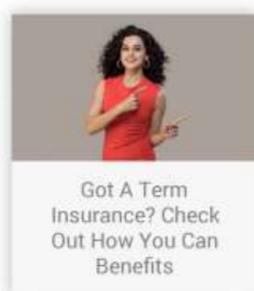
RESULTS

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



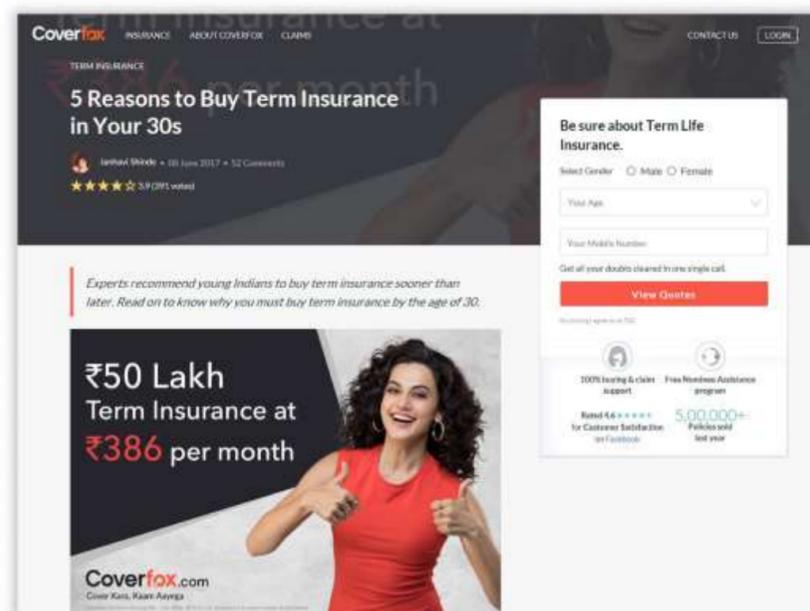
Are You In Your 30s? 5 Reasons To Buy Term Insurance Right Now



Got A Term Insurance? Check Out How You Can Benefits



Have A Sound Financial Planning With This Term Insurance Option



\$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%.



mgid

YOUR NATIVE ADVERTISING SOLUTION
