

# Driving Campaign Value With Mobile Insights

## The Clients:

- MINI Australia (BMW group), the long-standing marque famed for its iconic design.
- MobeSeek, the digital creative and media agency that works on MINI in Australia.

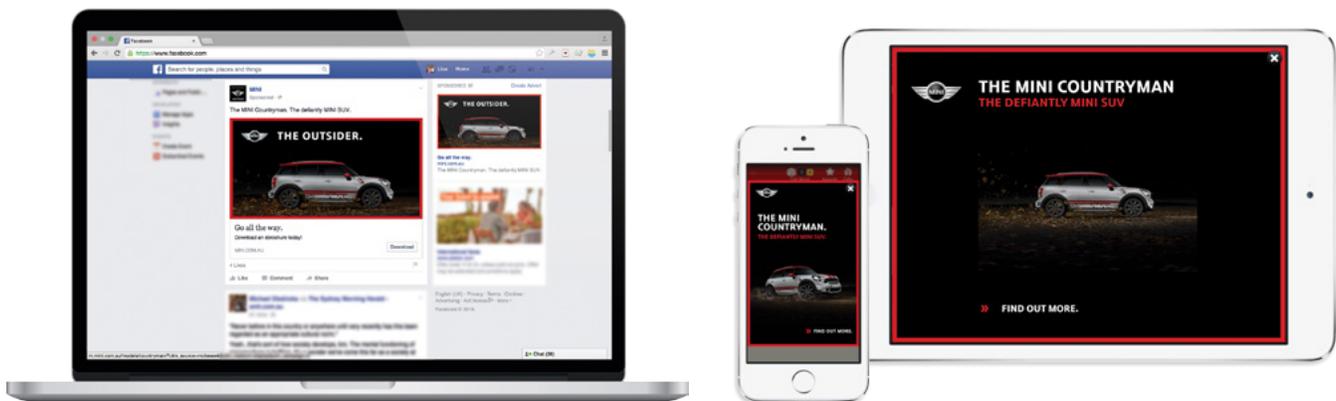
## The Campaign:

In promoting the new MINI Countryman — a subcompact crossover SUV that is larger than other MINI models — MobeSeek took Atlas for a spin to uncover mobile insights that go beyond the reach of cookie-based marketing.

MobeSeek manages MINI's mobile presence, but couldn't see how people were interacting across multiple devices until now. Atlas' cross-everything, people-based solutions allowed the agency to effectively measure mobile site conversions for the first time.

## Key Results

- Atlas enabled MobeSeek to measure mobile site conversions for the first time;
- People-based measurement found that 30% of all conversions were desktop-to-mobile — an insight cookie-based measurement would've missed;
- Atlas uncovered publisher-specific performance data that will shape future targeting decisions;
- Based on these results, MobeSeek says it will use Atlas to measure campaigns for other clients in the future.



*“This is an exciting new opportunity for Australian marketers, both in terms of uncovering mobile insights and understanding cross-device behavior — which in this era of media fragmentation, is more important than ever.”*

**JAMES SUGRUE**  
Founder, MobeSeek

## Details:\*

To maintain the widest reach possible and learn how to target future MINI Countryman campaigns, no specific demographic choices were made for this campaign, although middle-aged males were a desired outcome. Atlas was able to display demographic and conversion results for both the campaign's mobile DSP and mobile retargeting publishers.

Conversion success was judged on four criteria, with all events taking place on MINI's mobile site: visits, eBrochure submittals, eBrochure downloads and test-drive bookings.

MobeSeek discovered that 30% of all conversions were desktop-to-mobile, an insight that would've been missed using cookies alone.

Using Atlas, MobeSeek confirmed that most conversions were mobile-first. However, the agency was still able to track cross-device conversions from ads first delivered on desktop.

Atlas' people-based insights helped MobeSeek understand each publisher's performance as well. The retargeting publisher delivered evenly across age and gender buckets, but at an unexpectedly high frequency (more than 15 ads per person). This surprising metric underscores the value of Atlas' people-based marketing in comparison with cookie-based marketing solutions. Mobile DSP impressions skewed young (24% to people under age 24) and female (36% to women 45+)—valuable insights that will be used to hone future targeting decisions for MINI Countryman campaigns.

In general, the retargeting publisher was found to be more efficient at reaching people and impressions per conversion, while the mobile DSP reached a wider mobile audience, with tablets converting at a higher rate than other device types.



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\*Given the volume of this pilot campaign, some results are directional.