

Background

Mobile devices are becoming a more and more important browsing method for consumers today. With most brands recognizing this, exclusive and first-look access to premium mobile inventory and creative formats is rapidly becoming the go-to strategy of any mobile campaign.

WWF's mobile campaign wasn't only about creating awareness for the cause among mobile consumers; the environmental non-governmental organization was interested in affecting the feelings and emotions of the users and ultimately generating direct response in the form of fundraising against the illegal wildlife trade.

WWF's mobile mission was to reach new monthly donors and take users to their new mobile optimized responsive [landing page](#).



Challenges

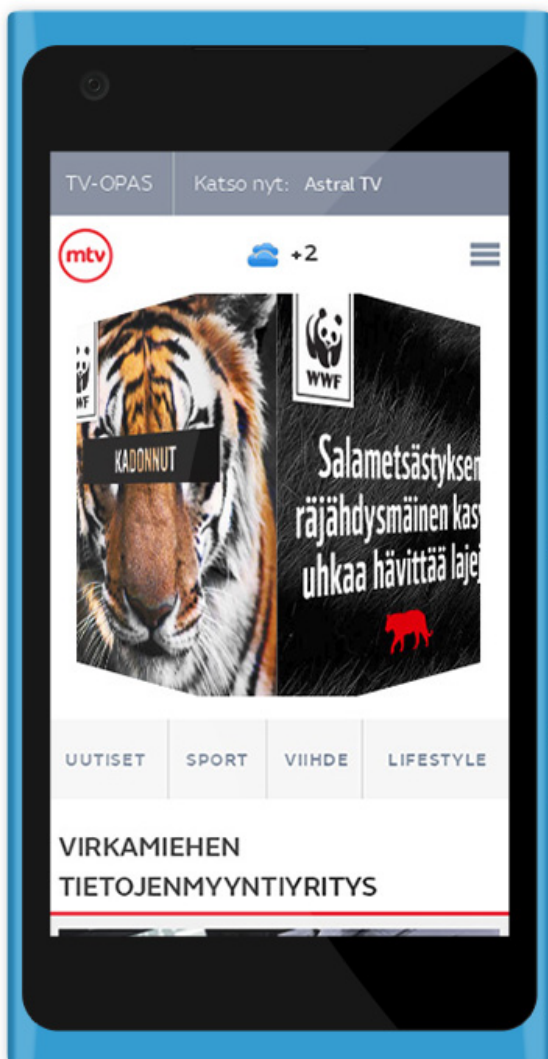
While standard banner advertising formats meet WWF's tactical advertising needs, to persuade a new audience and find new and more efficient ways of reaching potential monthly donors and to appeal even more to their feelings and promote a sense of urgency, they needed new solutions.

Solution

To take advantage of the ever-increasing mobile usage and the more personal feel of mobile devices, WWF's digital marketing agency, [Proper Helsinki](#), planned and executed a groundbreaking mobile rich media campaign. Proper Helsinki is a pioneering programmatic buying specialist, and it was their natural choice to partner with Adform to run the campaign in suitable media environments made possible by their Private Marketplaces (PMPs).

Proper Helsinki's creative designers took full advantage of the Adform creative toolkit and chose the most suitable rich media format, The Cube Swipe, which basically resembles a cube with four panels, all of which can be configured with four different images and unique URLs. The rotation of these four panels displayed a 3D animation as a cube.

See the live demo of WWF's Cube Swipe [here](#). For a mobile preview, simply click [here](#).



WWF's Cube Swipe



Landing page



"Missing"



"Poaching has increased dramatically and threatens to wipe out entire species."



"The number of tigers has dropped 97% in 100 years."



"Stop cruel poaching – become a monthly donor for WWF."

With Adform's Mobile PMP, advertisers have the possibility to reach and interact with the right audience by selecting and placing ads on the right sites.

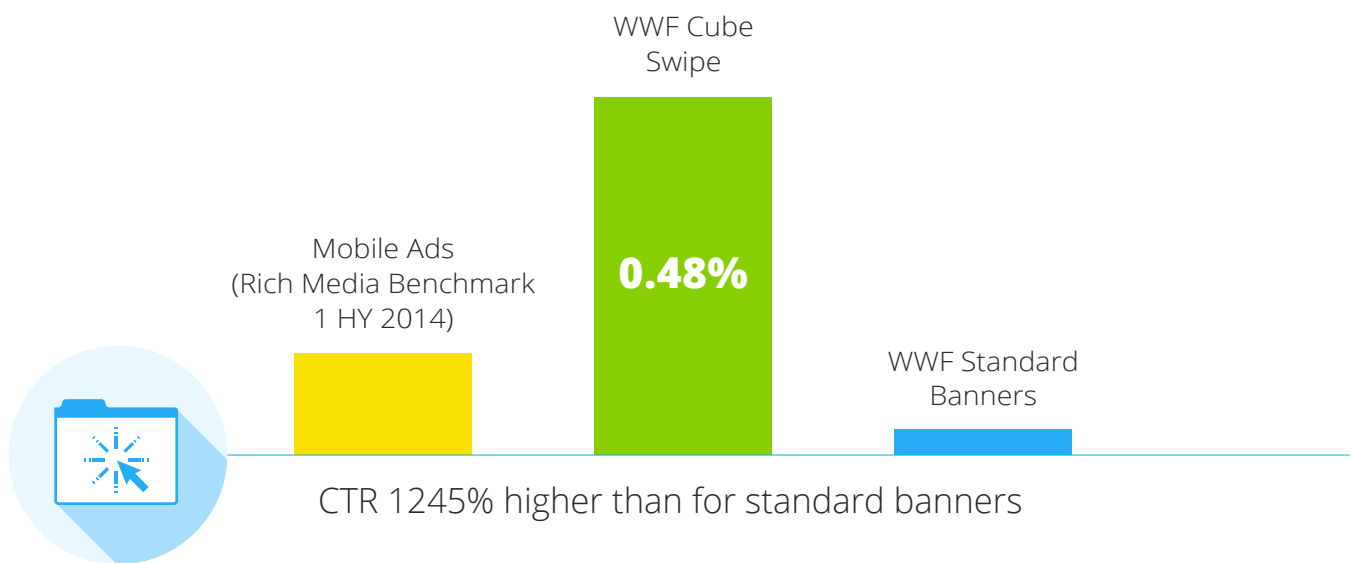
The overall campaign ran on several inventory sources, both display and mobile, but for the WWF Cube Swipe, the premium placements were almost 90% of [MTV](#) inventory, which is available in the Adform PMP.

Results

The WWF Cube Swipe campaign rapidly stood out with its high engagement and impressive click-through rates.

CTR

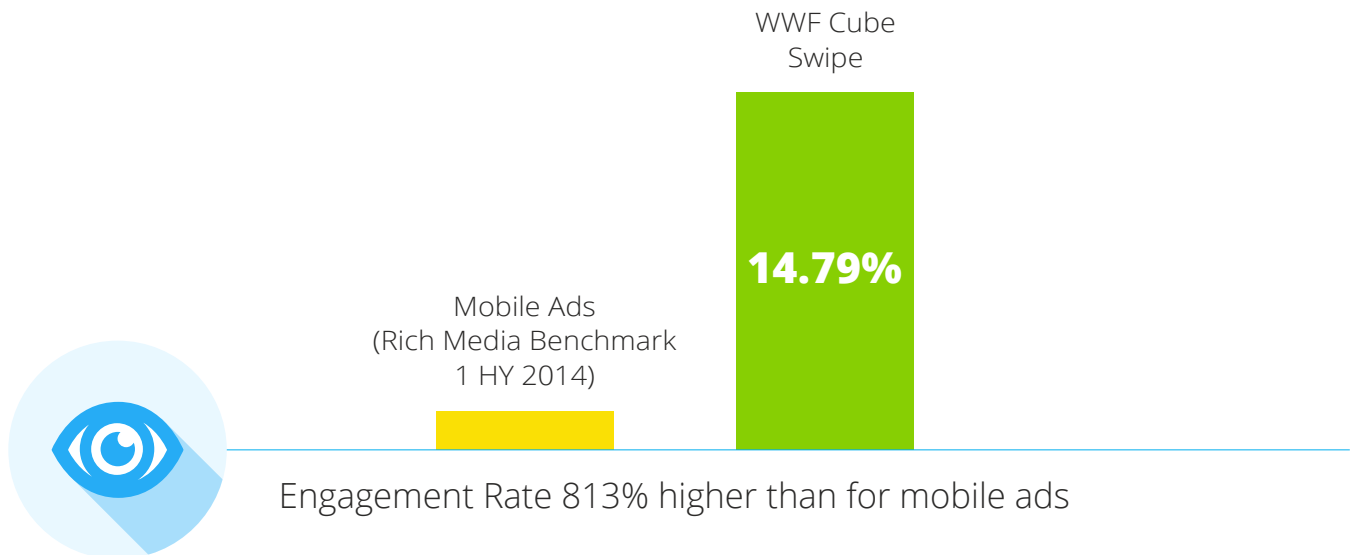
The click-through rate (CTR) increased to 0.48% and was 1245% better than the average CTR for all the standard banners served for this particular WWF campaign. Furthermore, the Cube Swipe outperformed Adform's [benchmark](#) for mobile ads for this specific metric by 243%.



Please note that, at the time that this campaign was analyzed, the campaign was still running. The numbers examined were from 11-07-2014 to 11-24-2014.

Engagement Rate

The engagement rate hit 14.79%, which was 813% higher than the average for mobile ads in our latest [Rich Media benchmark report](#) from 1 HY 2014 .



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Conclusion

- ✓ Proper Helsinki combined both creativity and programmatic precision to create superior results for its client, WWF.
- ✓ Mobile devices are rapidly becoming the preferred browsing method for consumers around the globe, which is why the selected Cube Swipe format was an excellent choice not only for its interactive 3D appearance and spot-on intuitiveness but also for its engagement possibilities seamlessly combined with direct response tactics.
- ✓ By launching the Cube Swipe on mobile devices via Adform's Mobile PMP, WWF achieved a considerably higher engagement rate (14.79%) and CTR (0.48%) compared to the benchmark for mobile ads, and WWF was able to target the right people via an exclusive premium inventory.