

FORD DRIVES MOBILE ADS CROSS-PLATFORM

F-150, LINCOLN, EXPLORER & EDGE CAMPAIGNS REACH ACROSS DEVICES, APPS & BROWSERS



The mobile advertising ecosystem is very fragmented. When advertisers want to reach a broad audience across a range of devices, websites, and mobile apps; they need to purchase separate media, build different creative, and consolidate individual reports to get a true view of campaign performance. Ford, along with Team Detroit, partnered with Crisp Media to make this process a little easier.

Using Crisp's universal ad platform, Ford and Team Detroit ran campaigns in Q4 2010 and Q1 2011 that reached consumers via their iPhone or Android on native mobile apps and browsers across a broad range of publishers and ad networks. These campaigns all promoted the Ford F-150, Ford Explorer, and Ford Edge via tap-to-video and tap-to-microsite from Crisp Adhesion expandables, pre-expandables and MMA standard banners. In addition, since Crisp assembled the creative for these campaigns using Crisp ad components it was possible to easily customize calls to actions for publishers like Accuweather who featured special weather reports and sponsorship video advertorials for Ford.

Crisp's unified reporting gave Ford the ability to measure the success of each campaign across publishers and ad networks with detailed metrics including impressions, average interaction rates, banner click rates, panel interaction rates, video plays, and more. Across the campaign, total interaction rates ranged from 2 to 4 percent, with panel interaction rates exceeding 14 percent.

- Campaigns run on both iPhone & Android for native and web mobile apps
- Media buying by Team Detroit
- Generated an average 14.6% post click interaction rate across 24MM+ impressions
- Adhesion expandables featuring tap-to-video, panels, and tap-to-microsite

"Crisp continues to provide the top performing and broadest reaching Mobile Rich Media ad units for our clients." Brian Bos, SVP, Group Director – Emerging Technology @Team Detroit

