



Better deals and connections to local communities.

/ case study.

“...the results are fantastic”

the objective.

MS3.net have a great price comparison tool to get customers the very best deals on broadband, but want to market this in local areas in the North of England.

our solution.

After partnering with us for a few years and were open to trying something different. Alongside our desktop skins, our mobile skins offered the opportunity to reach those all important mobile-first users. Small screens but high impact.

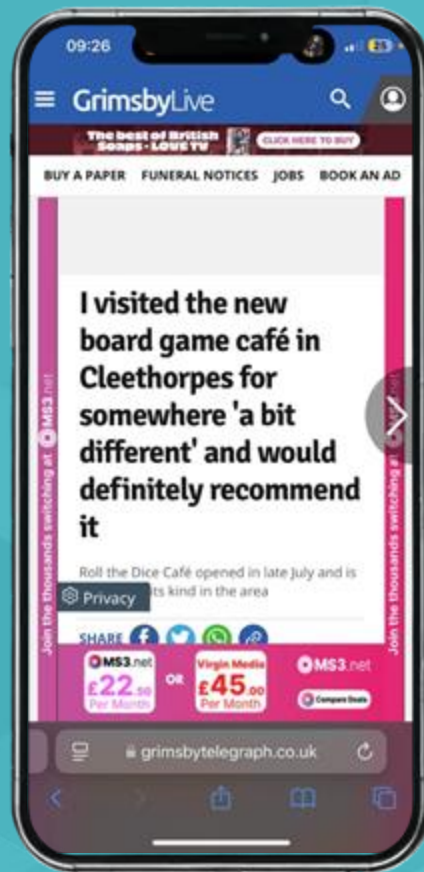
the results.

With a 1.99% currently with a huge 21k clicks for their mobile skin impressions using our Audience+ targeting, this was a great new avenue for their advertising, in a new creative way. MS3.net have said the exposure and results have been fantastic.

MOBILE SKIN RESULTS

21k+

clicks



1m

impressions

1.99%

click through rate

CLIENT TESTIMONIAL

We have been working with Reach plc for numerous years now, using a variation of their digital products. This year's campaign we took Liz's recommendation of trialling some mobile skins alongside our desktop skins.

*The stats are **fantastic** with more than double the visibility & click through rate. They are doing just the job we wanted of raising our awareness locally."*

Adam Kelly,
Head of Marketing

Liz Cooper,
Key Account Director