

# Case Study



## Alpari Brand Awareness and Leads Generation



Alpari Group is one of the fastest growing providers of online foreign exchange (“FOREX”, “FX”) trading services, with 20 offices in 6 countries, including London, New York, Shanghai, Dubai, Moscow, and Kiev.

To keep up with the rapid adoption of smartphones, tablets and other mobile devices, Alpari has selected AdFalcon to rollout mobile campaigns in the Middle East region to create more brand awareness about their financial services and reach out to the right mobile audience to promote their distinguished offers and promotions.

When we, at AdFalcon, looked at mobile financial consumers on AdFalcon's network, we found them to have a remarkably high smart phone penetration rate and we also found them to be significantly more likely than the overall mobile audience to own a web-enabled mobile device that wasn't a phone, such as a tablet.

## Campaign Objectives

1. Create more brand awareness about Alpari (UAE) financial services in the middle east via combining their brands with the top, elite, mobile financial destinations.
2. Sign up new users for DEMO accounts to start using alpari trading platform by centering their mobile campaigns on lead generation and registering potential customers.

## Duration

One month

## Measurements

1. Daily measurements of Click through rate for the banner and the rich media ad which was designed, developed, and maintained by AdFalcon.
2. Number of mature leads generated by the campaign.

# How it Worked

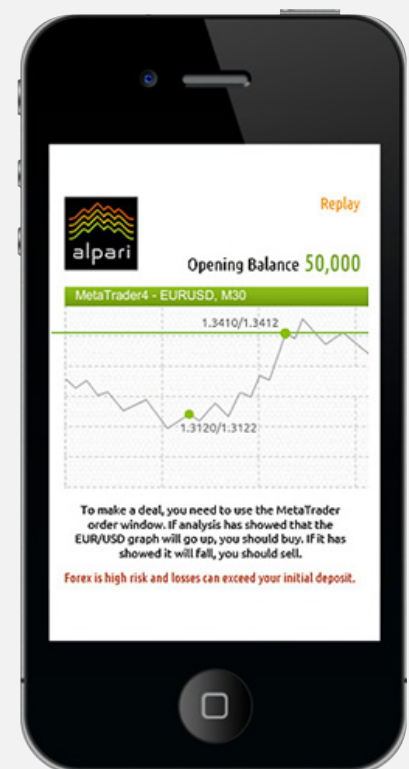
AdFalcon Team designed a brand awareness and performance campaign in order to attract new clients using the latest approaches in mobile advertisements. The banners were served on top of financial and related mobile apps and sites in the GCC targeting smartphone and tablet users only.

## We have designed two campaigns to cater for the objectives:

### Rich media mobile campaign for brand awareness :

Once the users click on the campaign banner a rich media page is triggered in full screen size, containing more comprehensive information that :

- Shows a live virtual dashboard representing the path of the prices for the Forex and precious metals.
- Engages the user to live an experience in trading Forex and precious metals by performing a virtual trade on the spot.
- Raises brand awareness about Alpari services and helps mobile devices users to live an experience in trading Forex in convenience.



### Performance based campaign (cost per click):

Once the user clicks on the campaign banner a compatible mobile landing page will show up allowing the user to register for a demo account.

## Brand Awareness Campaign



## Performance based Campaign



All daily leads were sent to alpari every 24 hours



Once the user clicks on the banner a full screen, rich media page, takes over the screen of the phone, offering a more comprehensive content that showcases the Alpari services.

Screenshots