



# Campaign Research, in collaboration with Adconion **Real Estate, Australia**

## Advertiser:

*A leading online property destination for property seekers that provides tools and information for buyers, sellers and renters across Australia.*



## OBJECTIVE:

To accurately target property intenders and serve highly relevant mobile ads based on their place of residence to increase customer engagement and enquiries.

## METHODOLOGY:

Custom audience profiles based on 60 days of historical device location data were built using AdNear's audience segmentation engine.



Clustered over 342 postcodes into 20 segments - the most sought after residential areas across greater Sydney and Melbourne.



Users were identified from 8pm to 6am in the 20 segments using over 60 days of historical data points to assign an individual residential location.



Leveraged location footprints, mobile behaviour data and 3rd party demographic data to build audience profiles.



Delivered personalised messages for property matching the audience's residential segment regardless of location at that time.



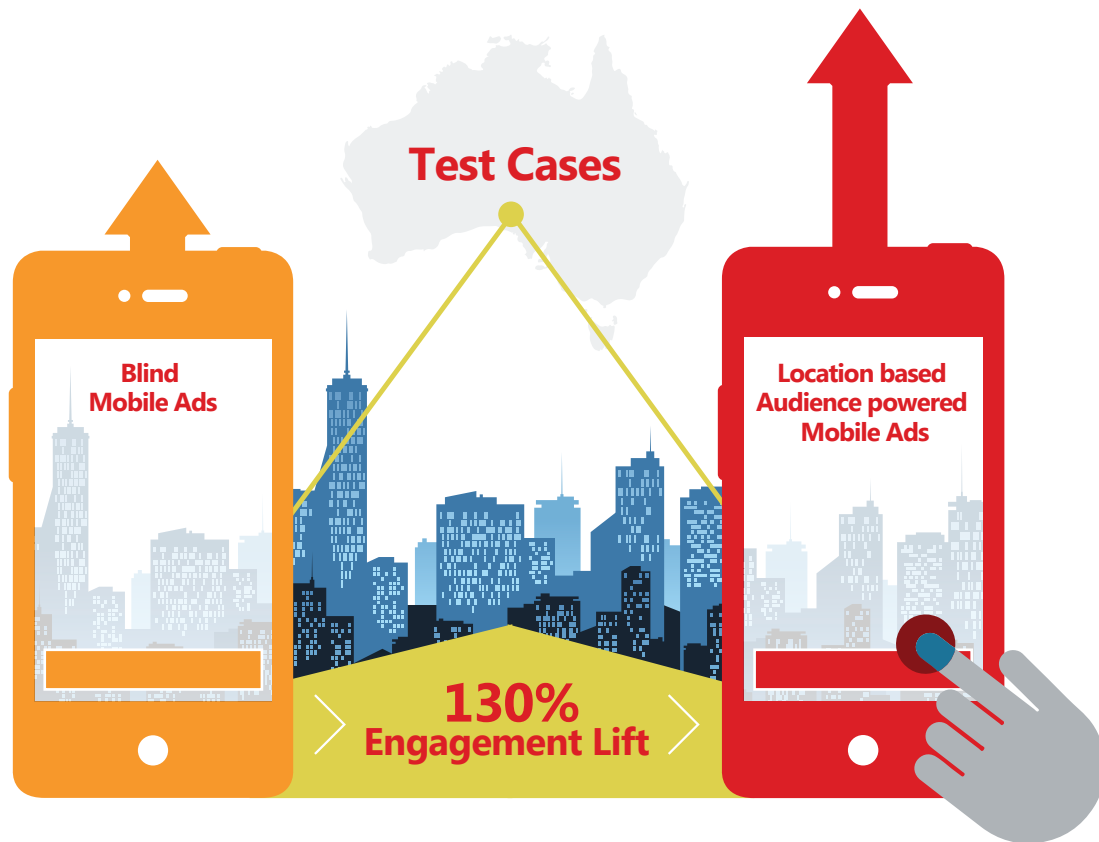
A control group was assigned across NSW and VIC to measure effectiveness of Location Based Audience targeting (Powered by Adconion).

## RESULT:

**130% Engagement Lift was seen in the Location based Audience powered Mobile Ads versus the Mobile Ads that were run blindly.**

The highly contextual ads exceeded the clients' objectives and drove significant lift in engagement and ROI.

The Research was done in collaboration with **Adconion, Australia**. The data for the campaign without location based audience technology was provided by Adconion.



### About Near

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers its flagship product to leverage historical location and context for data driven marketing.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan, India and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands such as P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JPM Private Equity Group, Telstra Ventures and Global Brain Japan.

Visit [www.near.co](http://www.near.co) to find out more.