



# Ad2Txt Case Study Jackpotjoy

## Players

118 118 is a major UK directory enquiry service, responding to telephone, web and SMS enquiries for numbers, train times and general questions. Telephone enquiries are answered verbally and via a confirmation SMS. This confirmation SMS can contain an advert.

Jackpotjoy is the leading provider of online bingo and casino games in the UK. They have recently introduced a range of mobile games that match their web-based games. They offer a number of games based on popular television shows, including Deal or No Deal.



## Objective

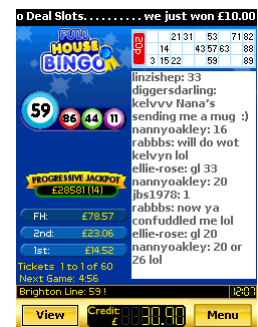
Jackpotjoy were looking to promote their new mobile games outside of their existing user community. The appeal of using the 118 118 vehicle was twofold: anyone requesting an SMS delivery of their directory enquiry is likely to be mobile orientated, and secondly, the ability to target those seeking betting and gambling services.

## Campaign

The campaign consisted of a combination of highly-targeted adverts exploiting Ad2Txt's contextualisation features coupled with 118 118 categories and broader appeal run-of-site adverts. As a contextualised example, those requesting phone numbers for Bingo Halls receive the advert to download the mobile Bingo game. Due to the gambling context, run of site adverts were only shown between 9pm and 3am at weekends.

## Inventory

118 118 offers fantastically targeted inventory. With over 1.7m impressions monthly broken down into 900 categories and 19 super categories, there is plenty of scope for everyone to find relevant queries. The Leisure super category attracts more than 75,000 targeted enquiries a month and was used to drive the Jackpotjoy campaign.



## Results

The strong purchase intent inherent in directory enquiries, coupled with contextualisation and brand recognition, lead to excellent click-through rates. The highest rates occurred, as you'd expect, for highly contextualised enquiries such as the bingo example, reaching up to 4%. Run of site rates range up to 1%, with brand-names such as Deal or No Deal Slots topping even that.

Ad2Txt is the measurable in-text advertising solution from Rapid Mobile. Ad2Txt supports fully trackable click to call, click to message and click to mobile internet site calls to action.

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