



Ad2Txt Case Study Rimmel London

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.

The House of Rimmel is one of the world's oldest cosmetics companies having been founded in 1834. Rimmel's longevity is due to innovation, embracing new developments and styles. Both the London look, and the focus on mobile are reflections of this forward thinking.

Objective

Rimmel wanted to drive mobile-savvy customers with a direct interest in beauty products to their existing mobile properties. 118 118's highly-targeted categories were ideal for this purpose.

Campaign

Making the most of existing assets, the campaign used creative text offering free videos, wallpapers and a chance to win free Rimmel London samples. These texts were injected into 118 118's directory enquiries messages by Ad2Txt accompanied by a unique URL that points to the Rimmel London mobile site but allows full tracking.

Inventory

From Acupuncture to Yoga, the Rimmel London campaign ran on the 118 118 directory enquiry categories that are most likely to appeal to those who love beauty. With over 1.7m impressions monthly broken down into 900 categories and 19 super categories, it was easy to ensure that the adverts were only shown to those who would be interested in Rimmel London.

Results

A maximum response rate of 0.66% and an average of 0.36% across more than 50,000 enquiries over four weeks showed that the message had hit home. The fact that the highest response rate was recorded for Beauty Salon requests shows the power of Ad2Txt targeting with 118 118 to reach a specific audience.



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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