

Villa Group Resorts promoted an exclusive mobile mall campaign via EYE's Amplify network



Campaign Objectives:

- Drive awareness of Villa Group Resort locations in Cabo, Cancun, Loreto and Puerto Vallarta
- Drive consumers to Villa Group Mobile Site to generate robust visualization experience
- Data Collection: Build Consumer contact info through sweepstakes signup

Campaign Overview:

- Promotion featured eye-catching creative of each destination
- Consumers were invited to scan their mobile device to enter to win a gift or trip to one of the Villa Group Resorts
- Campaign was executed in two four-week periods
- Discovered that a simpler, more direct call to action on the landing page increased conversion rates



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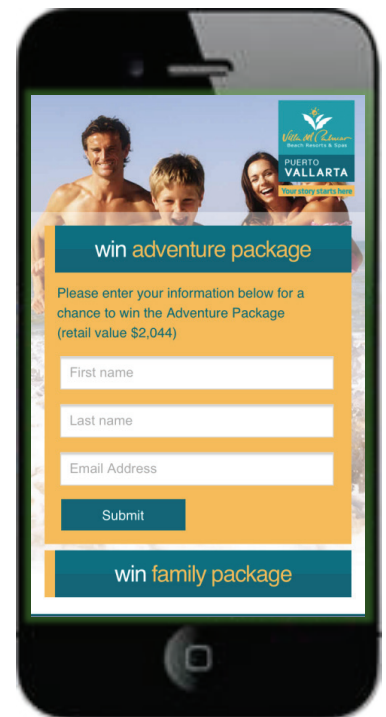
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Villa Group Resorts Amplify Campaign Results



Mobile Engagement:

- 3,7000 consumers engaged with their mobile device
- 24% clicked through to enter contest

Flight Duration:	8 Weeks
Total Markets Reached	13 Markets
Total Panels	526 Panels
Reach*	15 Million Consumers
Average Frequency of Seeing Ad*	10.7 Times

*Reach is determined based on Arbitron Study showing an average of 4 shopper visits per month and 91% notice the directory advertising. Frequency is a calculation based on number of visits and ad campaign weight.



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