

Winning the Last Ten Feet



About T-Mobile

T-Mobile USA

- Nation's 4th largest wireless carrier
- Bellevue, WA
- www.T-Mobile.com



About Optimedia

Optimedia

- Integrated media agency
- New York, NY
- www.Optimedia-us.com

Goals

- Promote T-Mobile wireless phone plans
- Drive online users to T-Mobile website and store locator
- Drive mobile users to visit T-Mobile stores

Approach

- Google mobile ads with location extensions
- Mobile-specific ad copy

Results

- Enticed 162,000 users to company website within one month
- Achieved 13% CTR from users clicking through to store website from location extension ads
- Learned best practices for mobile advertising
- Mobile ads generated 20,000 phone calls to stores in one month

Google mobile ads campaigns influence users at a local level to visit T-Mobile stores.

T-Mobile has America's largest 4G network and is the fourth-largest wireless carrier in the U.S., with nearly 34 million customers. Through Google AdWords, the company has **expanded the number of potential customers it reaches** through a concerted digital campaign targeted to desktop and mobile search users.

T-Mobile's specified goal for AdWords was to increase new customer activations by converting desktop customers online, or by spurring customers using their mobile devices to visit nearby stores by being visible on their devices when they search for information. T-Mobile worked with partner Optimedia to craft a marketing strategy which drove these goals.

Winning on the ground

"Consumers often conduct research on their desktops prior to making a wireless purchase because they like to compare carriers and phones in detail," said Kari Nicholas, Media Director of T-Mobile USA. "Consumers searching on mobile devices tend to be further down the purchase funnel and have a more informed opinion about what they want, which presents an opportunity for us to influence their decision regarding where to buy while they're on the go. That's why we felt it was essential to provide a way for them to easily find our retail locations."

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—Nathan Sandford, Search Director, Optimedia

Optimedia's marketing strategy for T-Mobile was specifically designed with that in mind, according to Nathan Sandford, Search Director, Optimedia: "It's important that T-Mobile's advertising is flexible enough to adapt to where consumers are searching. Influencing customers on mobile while they're out and about and driving them to a store is what we call winning the "last ten feet".

As a first step, they segmented their Google mobile ads campaigns into those targeting desktop users and ones targeting mobile users. "This was important to allow us to drive distinct strategies based on device. With separate campaigns you can leverage different keyword sets and use ad formats which are much more relevant to the user," says Sandford. On mobile, the agency drew up keyword lists to reach users researching general cell phone plans, T-Mobile information, and store locations.

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit:
<http://adwords.google.com>

Using local ad formats

Analysis of T-Mobile's desktop site demonstrated that desktop users were researching and purchasing heavily from the site, whereas mobile users were interested in local store information such as opening times and utilizing the store locator so it was important that T-Mobile's search ads demonstrated their local presence to a customer. This was achieved by implementing mobile location extensions: ad units that displayed the location of a T-Mobile store on a map and in relation to the user, and also a click-to-call phone number. The ad was triggered by a keyword search when the user is located near a store.

The other advantage of the location extension format for T-Mobile was how it provided rich local store information right in the ad, which is specifically designed for mobile devices. This was especially important for T-Mobile who did not have a mobile-optimized web site. Minimizing the steps for a user to find the information they need quickly helps create a simple and efficient experience for a potential customer.

Search, locate, visit

The addition of location-specific features connected customers in the time and place of their specific need, leading to better-than-anticipated results. "The summer campaign played a significant part in our retail-focused strategy," says Sandford. "In August alone, we recorded 162,000 click-throughs on our location extension ads on mobile. Adding local store information to mobile ads definitely increases relevancy for the user, which is why we regularly see CTR of 13%. We're very pleased with the results."

"Our mobile advertising strategy helped us close the loop for the online research process by extending our advertising to all internet-connected platforms. Current customers and prospects can more easily navigate to relevant areas of our web site, where they can find a store, pay their bill, activate a new plan or upgrade their device. As a wireless service provider, we strive to be on the forefront of mobile advertising and strategy because our customers are already using that technology and they expect us to use it as well," said Nicholas.

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