

Case Study

Aptamil

Nutricia is a specialized healthcare division of the food company Danone, focused exclusively on research-based scientifically-proven nutrition, developed to meet the needs of patients and individuals for whom a normal diet is not sufficient or possible.

Nutricia's products are typically prescribed or recommended by healthcare professionals, and are dispensed or distributed in hospitals, care homes and other institutions, or through pharmacies and home care delivery into the community.

Nutricia has a proud heritage that stretches back over 100 years. Founded in the Netherlands in the town of Zoetermeer, the company was originally a specialist in infant formulas. Laboratory-synthesized baby milk was produced to match the nutritional needs of different babies.



Case Study - Aptamil

Campaign Objectives



Reach mass female/mothers demographics to create awareness of the “My Future Champion” competition.

Increases participation entries for the competition.

Duration



1 Month

Measurements






Daily measurement of click through rate on the various mobile ad placements.

Case Study - Aptamil

How it worked

AdFalcon served various attractive mobile ad placements on the top ranking mother and female related premium mobile apps and sites in Saudi Arabic. Once the user clicked on the ad placement he was redirected to the dedicated competition's optimized mobile website. AdFalcon optimized towards best performing verticals.

Measurements

 Number of impressions served during the campaign	+8,000,000
 Total Average CTR	0.74%
 Total clicks	60,000

Case Study - Aptamil

Screenshots

