

“We wanted to boost downloads of our iPhone application to increase the audience listenership whilst measuring cost per customer acquisition, which is traditionally a grey area in radio. AdMob’s solutions delivered on both fronts, providing reach to UK targeted listeners through substantial impression volumes, excellent click-through-rates and at a cost per acquisition level substantially within our expectations.”

*Dharmesh Garala  
95.8 Capital FM Marketing*



## GOAL

95.8 Capital FM is London’s best known and most popular radio station reaching 1.8 million listeners per week. Their free iPhone application includes real time radio and visual display of the song being played live on the air, allows users to access web-cams placed throughout London, and provides news, weather, and travel information.

95.8 Capital FM chose to partner with AdMob to achieve the objectives of their campaign

- continue growing listeners by promoting application downloads in a simple to discover format;
- increase the ranking of their app within the UK App Store in both the music and overall categories;
- help define the cost per listener acquisition.

## SOLUTION

95.8 Capital FM used geo-targeting to access the more than one million unique iPhone and iPod Touch users in the UK on the AdMob network each month. Their ads appeared in many of the most popular UK iPhone apps and sites. AdMob’s cost-per-click iPhone ads enabled easy discovery and downloads of the app by consumers, taking users from the ad to the App Store download page with just one click.

AdMob’s Download Tracking service allowed 95.8 Capital FM to measure downloads of their app and determine a clear measurement of the cost per listener acquisition, all through an easy to use online interface. With the goal of increasing their ranking in the App Store, 95.8 Capital FM executed a significant boost in ad spend throughout the final day, while optimising their campaign spend using real-time results from AdMob’s robust advertiser tools.

## RESULTS

AdMob’s significant reach enabled 95.8 Capital FM to achieve their objectives of cost effectively driving downloads, increasing App Store ranking and quantifying their cost per listener acquisition.

Due to their final sustained marketing push, 95.8 Capital FM saw their apps’ ranking in the UK App Store rise **from number 10 to number five in the music category** and believes that a continued spend would have put their app into the **top 100 overall apps**. Throughout the entire four week campaign, AdMob delivered:

- click-through-rates of 1.35% on average
- conversion rates (clicks resulting in app downloads) of 8% on average
- more than 24,000 visits to their app’s download page within the UK App Store