



Tigo - Tigo April 2017

Telecom | Agency | Guatemala | 2017 APR

CAMPAIGN OBJECTIVES

- To increase footfall to Tigo store
- To target users in 3 locations; Antigua, Mazatenango & San Lucas in Guatemala.
- To understand the performance from Tigo competitors.



OUR SOLUTIONS

- We used attractive standard & Interstitial banners to attract the attention of mobile users.
- Collection of user data and advertiser ID to enable retargeting for future campaigns.

RESULTS

- Overall CTR **1.15%**, more than **2x** industry average
- Over **450,100** views

