

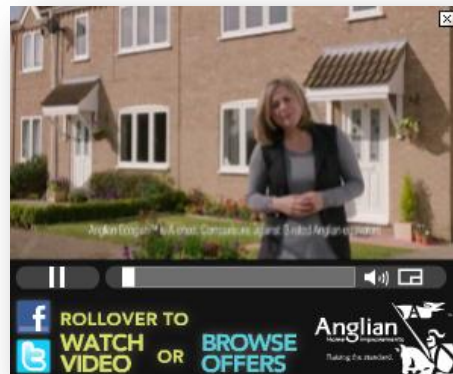
## 51% new browsers in one month using Spongecell Advertising

"Latitude presents bespoke and innovative strategies to help us increase awareness on our products and offers. The use of Spongecell advertising has increased our new browsers by 51% in just one month."

-Chris Neville  
Head of Direct and Database Marketing

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- Mouse-over rate of 7.2%
- 15% watched the entire video
- 51% browsed entire carousel of offers
- 0.1% CTR in first week

### Challenge

Anglian Home Improvements was established in 1966 and is renowned in the UK as the number one supplier of high quality home improvements.

Anglian's objective was to promote themselves in an innovative way in order to make users aware of their current products and offers. For example Anglian 'A' Rated EcoGain windows and the Anglian 'Trade In' Windows for up to £2,000 offer.

Anglian also wanted to broaden their horizons on the social network scene by integrating Facebook and Twitter into their creatives, leading users to 'like' Anglian on Facebook and become a follower on Twitter, in order to keep them updated on Anglian Home Improvements offers and promotions for as long as they are a fan or follower.

### Solution

We suggested Spongecell as a unique creative display format for brand awareness and for driving customers to the Anglian website. Users interact with the advert and rollover to watch the video for information on EcoGain offer. Users could also rollover to browse a carousel of offers from Anglian. The final screen of the Spongecell displayed a call to action 'For More Information Click Here', encouraging users to click through and visit the website. The ad also integrated Facebook and Twitter buttons, encouraging users to 'like' on Facebook and 'follow' on Twitter. Click on the above pictures to watch the ad.

### Results

- Within a week CTRs reaching 0.1%
- Mouse-over rate of 7.2%
- 51% browsed entire carousel
- 15% watched entire video