

Case Study: Optus

CHALLENGE

Clearly communicate what the Optus brand represents for Australian businesses and lift brand consideration amongst SME's.

Establish the point of difference Optus has to offer compared to other Telecommunications providers in the SME space.

EXECUTION

- Standard Display
- Scroll X
- Location targeting: key mastheads across Vic, NSW, Qld & Tas.

RESULTS



Campaign Duration
4 months



Total Ad Exposure Time
1,678 hrs



Hover Rate
12%
Benchmark: 10%



Impressions
500,100



Clicks
250



CTR
0.05%
Benchmark: 0.04%



Impressions
333,211



Clicks
2,321



CTR
0.69%
Benchmark: 0.50%

SOURCE: Google Analytics, Jan 22 - Apr 23.
MOAT Analytics, Jan 23 - Apr 23.
Bonzai. Case Studies. 2023.

ACM ConnectNow