

Case Study

Ford Expedition

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 164,000 employees and about 70 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products Ford's history in the Middle East goes back to over 60 years.

The company's local importer-dealers operate more than 100 facilities in the region and directly employ over 7,000 people, the majority of whom are Arab Nationals.



Case Study - Ford Expedition

Campaign Objective



Promote the Ford Expedition my trip app among the relevant target audience.

Duration



2 Months

Measurements






Successful number of unique installs

Case Study - Ford Expedition

Solution

AdFalcon served attractive call to action mobile ad placements using its app booster solution which enables to run the campaign on a fixed cost per install. Users clicked on the various display ad placements then were directed to download the app from the respective app store (Apple's app store and Google's Play store).

Measurements

 Number of impressions served during the campaign	+94,000,000
 Total Average CTR	0.95%
 App Installs achieved	+6,000

Case Study - Ford Expedition

Screenshots

