

**“Our campaign with AdMob, managed in cooperation with PureAgency, has clearly helped us to reach high performance in terms of click-through rates and cost per download.”**

— Romain Roulleau,  
Accor Hospitality Senior VP E-commerce

## GOAL

Accor is a world leader in hotels and services. Accor's free iPhone application allows users to find their ideal hotel, leveraging geo-localization and intuitive map search. Users can add the hotel contact details to their contact lists, find current promotions, book their hotel and check their current reservations.

With the introduction of their iPhone app, Accor and their agency PureAgency turned to AdMob to help them boost downloads upon the launch of their app and increase the number of mobile bookings. Accor's priorities for their campaign were three-fold:

1. Reach target audiences in core markets, including Australia, Germany, France, Italy, UK and US.
2. Maximize the ranking of their app within their target App Stores in both the travel and overall categories.
3. Drive cost-effective downloads of the app.

## SOLUTION

Accor used geo-targeting to reach the millions of iPhone and iPod touch users in AdMob's network globally. Their ads appeared in many of the most popular local 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 directly to the App Store download page with just one click.

Accor worked with PureAgency who managed the campaign on their behalf. Monitoring cost per acquisition in real-time through AdMob's robust reporting and with their own download measurements, PureAgency was able to ensure optimal results.

## RESULTS

AdMob helped Accor achieve their objectives in each of their target markets. Within the travel category, the app moved up to become one of the highest ranking apps in each App Store; highlights include France becoming the #2 app, Italy #4, UK #11, and the app reaching #29 and #30 in the overall App Stores in France and Italy respectively. Accor firmly believes that if they had continued their advertising spend it would have pushed them into the top 10 rankings in these markets as well.

Throughout the two week campaign, Accor was extremely pleased with the results that AdMob delivered:

- click-through rates of 1.30% on average
- conversion rates (clicks resulting in app downloads) of 5% on average
- approximately 300,000 visits to their app's download page