

# Emovis, Driving ahead

Toll tech leader Emovis reaches more motorists with Three location based messaging.

## Campaign

App Discovery: Emovis M50 Quick Pay App Discovery Campaign

## Brief

Emovis wanted to promote their M50 mobile app on iOS and Android phones over a five week period. The app makes it easier and faster than ever for drivers to pay the M50 toll.

## Solution

Three's location targeting capabilities made it easy to target drivers that used the M50 daily via an SMS with a direct link to download the new M50 Quick Pay App.

We targeted based on iPhone and Android handsets so customers would get the correct app download link.

We used a one message frequency cap to ensure the same user would only get the message once.

## Result

Target: 19k SMS

Delivery: 22.8k SMS

Achieved **2.1% CTR** across Android and iPhones

