

# The Irish Times

## Direct Marketing



### Campaign

Irish Times App Download

### Brief

The Irish Times had launched their new mobile app with extra content and fresh ways for users to interact. They wanted to make more people aware of the update and encourage them to install and use the app.

### Solution

3Media's intelligent customer profiling made it possible to identify 22k who were:

- ABC1
- Commuters
- Owned iPhones or Androids
- Lived in Dublin

The above target audience were notified via SMS about the new Irish Times app along with a download.

### Results

- **#1 in the App store**
- **4% CTR for iPhone**
- **4.3% CTR for Android**

