

BOOK MY 

CASE STUDY



Campaign link:

<https://bit.ly/33u2Gk7>

Client Requirement

Binomo provides its users with a world-class trading platform for creating new possibilities in the market of leading trading technologies and also includes professional level tutorials, analytical services, and client support.

Brand : Binomo

Product : APP

Budget RS. 25 LACS for 15 days*

Advertising Goals



App Downloads



Branding

Objective

Bookmyad partnered with Binomo to help create awareness for their brand and give a boost to their download campaign reaching pan India. The aim was to target customers who were TG related or interested in trading the stock commodities for which they allocated a budget of around 25 lakh for 15 days.

Strategy

The goal was to help our clients create an effective brand awareness campaign and help them reach maximum listenership with the allocated budget. We aired the ads on the top radio channels like Radio Mirchi and Red FM. Additional to this, we also used RJ mentions and sponsorship tags to highlight the brand message and create visibility amongst the listeners.



Results

We helped our client reach maximum reach and created brand awareness by ensuring the efficiency of the budget spent. We were successful in targeting a large section of audiences by placing their ads in preferred channels that helped them accumulate more listenership and a maximum number of app downloads from the radio campaign.

Listen :

<https://bit.ly/33u2Gk7>



Thank you



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