



## CASE STUDY



### Summary

Total reach	:	250 Lakh
Clicks & engagement	:	2,50,000
App Downloads	:	75,000+

# Client Requirement

State Bank of India (SBI) approached BookMyAd to promote its new mobile banking application, SBI-Anywhere, and drive app downloads for convenient banking services.

- » Brand: State Bank of India (SBI)
- » Product: SBI-Anywhere mobile banking application
- » Medium used: Media planning and buying, Google AdWords, mailers
- » Span: 1 month
- » Impressions: 25 million
- » Clicks: 2,50,000
- » Total App Downloads: 75,000+

**Brand** : State Bank of India (SBI)

**Product** : SBI-Anywhere  
mobile banking application

**Budget** RS. 30 LACS\*

## Advertising Goals



App Download

# Objective

Our objective was to create awareness and generate app downloads for the SBI-Anywhere mobile banking application, emphasizing its convenience and personalized features.

## Strategy

We employed a multi-channel approach, utilizing media planning and buying, Google AdWords, and mailers to generate impressions and clicks. Our messaging highlighted the benefits of mobile banking and urged customers to download the application.



## Results

Our campaign exceeded expectations, achieving 9.6 million impressions, 150,000 clicks, and over 18,000 app downloads. We successfully raised awareness and encouraged customers to embrace the SBI-Anywhere application for their banking needs.

Our efforts at BookMyAd effectively promoted the SBI-Anywhere mobile banking application, resulting in increased visibility and surpassing the client's objectives.



**250 Lakh**

Ad-impressions served



**2,50,000**

Clicks and engaged users



**75,000+**

App Downloads

\*To honor the confidentiality of our client, the above-mentioned range is closest to the values achieved.

# Thank you



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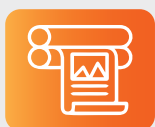
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