

## Campaign:

Meowtel were looking for innovative ways to reach their audiences in non-traditional channels, and track the ways those audiences engage with the campaigns.

Meowtel's campaign reached audiences in games through comprehensive user profiles with advanced behavioural and demographic metrics. Moreover, AdInMo's advanced dashboard and analytics engine allowed viewing and management of real-time results

Meowtel were able to reach their target audience at low cost and gain a full insight into the ways their audience engaged with Meowtel campaigns.

Meowtel have created profound connections with their target audiences and continue to advertise with AdInMo.



AdInMo's reach across demographics challenged the traditional thinking of games as only being for younger audiences. Our AdInMo campaign allowed Meowtel to reach and engage with our target audiences at scale.

**Sonya Petcavich**  
CEO  
Meowtel

