

# Case Study

## Ice.com taps Microsoft Mobile Advertising to drive sales leads around Mother's Day



### Context

Ice.com is a leading online jeweler that has been satisfying customers with diamond, pearl and gemstone jewelry since 1999.

### Challenge

Ice.com Creative and Media Strategy:  
Seeing mobile as a new way to reach women, Ice.com tapped Microsoft Mobile Media to drive cost efficient sales leads.

### Solutions

Execution and Use of Media:  
In response to Ice.com's objectives, Microsoft Mobile Advertising developed a performance based media campaign that drove users to the brands mobile web site. The mobile site, built by Microsoft, allowed consumers to view the Top 10 Mother's Day Gifts, Call Ice.com, Subscribe to Ice.com and Send the link to a friend.



### Campaign Results

Performance Results:

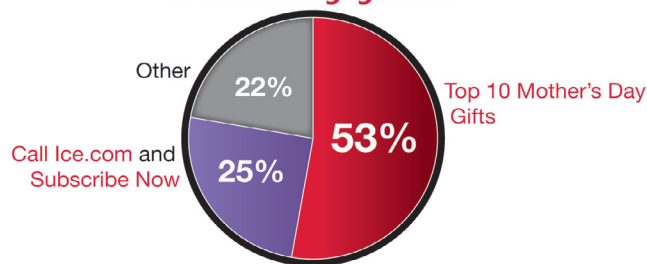


Microsoft Mobile Media drove huge volume over the 12 day campaign.

#### Campaign Insights:

Performance for this campaign steadily increased throughout the day and the CTR peaked from 5pm-8pm.

#### Ice.com Mobile Web Site Engagement



Ice.com mobile web site engagement soared during the campaign.

*"Microsoft Mobile's dedicated account management services and keen optimization analysis led to increased post-click engagement during a critical business time for Ice.com"*

Tammy Kovac – Media Buyer – Ice.com