



Microsoft Delivers “Snackable” Mobile Video Content to Drive Solid Business Results

Client/Campaign:	Microsoft Office SharePoint Server
Business Focus:	Enterprise Software/Network Servers
Mobile Web site:	http://msans.mobi/sites/sharepoint/MMhanddeviceit1

The Opportunity:

Microsoft’s U.S. Central Marketing Group wanted to see if mobile advertising could engage IT professionals and drive additional demand for Microsoft Office SharePoint Server (MOSS). Previously, Microsoft had conducted limited mobile marketing testing, and John Cosley (Digital Marketing, U.S. CMG) sought to determine how social functionality and exclusive content would increase user interest and generate demand. Microsoft was also eager to explore the effectiveness of mobile communities and “snackable” audio/video to extend brand interaction before and after the work day.

John turned to Millennial Media, a leading mobile ad network, and Ansible, Interpublic Group’s mobile marketing agency, to create and deliver a high-impact mobile destination and advertising campaign.

“This campaign was a success because we created a great user experience highlighted by social features and relevant content, strong banner ads that drove traffic to the mobile site, and a highly effective media placement that reached our target audience,” Said Mr. Cosley.

The Goal:

The goal of the campaign was to boost awareness and drive demand for Microsoft’s Office SharePoint Server among technology decision-makers. Key objectives:

- Increase brand awareness with the target market
- Drive high-volume traffic to a custom mobile website with the lowest eCPC possible
- Measure the impact of customized audio/visual content for mobile
- Gauge the impact of social functionality on site ‘stickiness’
- Generate qualified email registrants



The mobile site featured valuable video tips and information from noted SharePoint expert Michael Gannotti.





The Solution:

Launched in late 2008, the campaign ran for just over one month, and it targeted qualified users of smartphones or video-enabled handsets. Ansible worked with its sister relationship marketing agency MRM Worldwide to develop the creative for the mobile site and banner ads, each with a different call to action. After clicking on a banner, the user was directed to the SharePoint mobile Web page, where they could view SharePoint tips from the video blog of noted SharePoint expert Michael Gannotti.

Community features let users rate the mobile videos with a five-star rating system, leave comments, as well as register for more information, product updates and news. Says Niles Lichtenstein, Director of Strategy and Integration for Ansible Mobile, "The SharePoint Campaign was primarily about being able to target the right consumer segment (developers and IT decision makers) and serve them content that they would love and engage...delivered in a way that respected the small screen."

The Results:

The campaign generated exceptional results and it exceeded Microsoft's expectations:

- The ability to drive traffic to the site was **11 times more effective** than similar campaigns running across other media channels.
- The inclusion of community features resulted in a 20% increase in engagement, as measured by interaction rates versus similar mobile sites.
- Customized audio/visual content drove interest and registrations, which resulted in a 4x increase in completed customer registrations.

The most successful use of budget came from targeted campaigns, designed to reach a large number of unique users across Millennial Media's network. The highest volume of qualified leads came from non-technology-oriented sites. "I think it was initially a little surprising to see most of the leads coming from non-tech sites," says Marcus Startzel, Senior Vice President of Sales for Millennial Media. "But it validated the importance of user behavior in a mobile offer strategy. In mobile, sessions are shorter and readers want to be entertained and engaged." Mr. Startzel continues, "Microsoft cast a wide net, allowed the offer to self-select the audience and gave prospects immediate value in exchange for engaging with the brand and solution."

Post-Campaign Survey:

Millennial Media partnered with Kinesis Survey Technologies to determine the campaign's effectiveness in increasing product awareness. Millennial Media's unique user identification technology enabled precise management of users into control and exposed groups. The survey results showed:

- **36% increase** in brand awareness of MS Office SharePoint Server among other network servers
- **250% increase** in awareness of mobile advertising for MS Office SharePoint Server (control vs. exposed)
- The self-selecting messaging was highly effective in delivering the desired target audience from a demographic standpoint.





Future Plans:

Microsoft was thrilled with the campaign results.

Mr. Cosley says, “Ansible and Millennial Media performed very well together. They listened and understood our interest in measuring how mobile communities and content can drive interest and excitement among users. Together we proved how a product marketing campaign can be effectively scaled to reach and engage a technical audience—ultimately delivering breakthrough results and a great user experience.”

Based on the success of the SharePoint Server campaign, Microsoft is looking forward to additional mobile marketing initiatives in the future.

Key Learnings

- Targeting:** In terms of effectiveness, the key is delivering a **broad-reach CPC campaign** where the creative message serves as a self-selecting mechanism for reaching the right audience. Bottom line—maximizing broadcast reach is the key.
- Lead Generation:** If the **content is compelling enough**, people will complete a full registration form to get more information—even on a mobile device. Users opted to fill out eight mobile registry fields, which went against initial best practices of no more than one or two fields.
- Engagement:** The addition of **community features** such as ratings and comments adds to the site’s ‘stickiness’ in terms of viewing time spent. Microsoft realized a 20% increase in engagement rates with these features.

