



Mercedes-Benz

MOTOR TREND

Brand Engagement through In-App Advertising:

Mercedes-Benz Launch Sponsorship of the
Motor Trend iPhone App on
The Zumobi Network

a case study by

Zumobi

Overview

- Objectives
 - Drive awareness of the new 2010 E-Class
 - Leverage credible and respected 3rd party content with guaranteed placement to reinforce brand messaging
 - Engage users with rich media content highlighting the product line
 - Demonstrate value proposition of Mercedes-Benz cars
- Target
 - Affluent males 25-54
 - Style leaders who stay on top of the latest automotive reviews and ratings
 - Enjoy knowing and sharing knowledge of trends

The *Motor Trend* iPhone App



Contact Zumobi: sales@zumobi.com

Why the *Motor Trend* iPhone App?

- Exclusivity as the launch sponsor
- Full interactive experience during key flight dates
- 52% of smartphone users say they have acted on an in-app ad
- The Zumobi Network's proprietary, rich media app-within-an-app ad technology: BrandBlast

The Mercedes-Benz BrandBlast Sponsorship

App Loading Takeover

- Introduces 2010 E-Class to users during app launch

Home Screen Placement

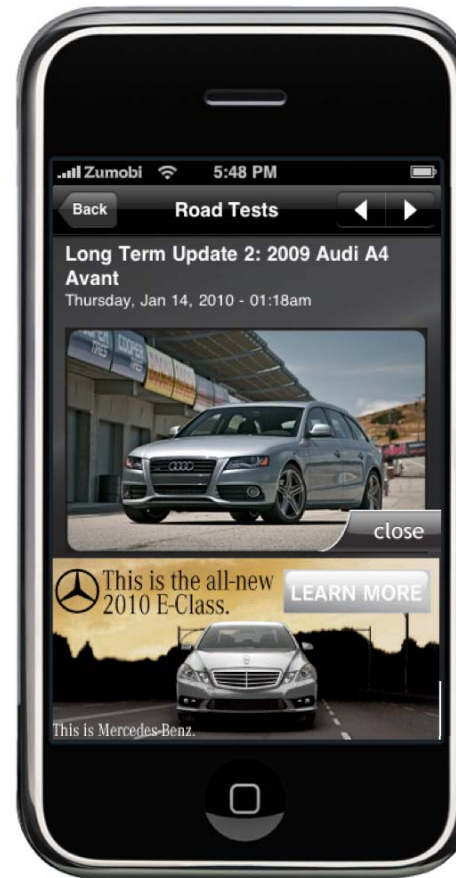
- Clicks-through to in-app BrandBlast that employs an existing Mercedes-Benz microsite

Interstitial Expandable Banner

- 320x150 custom expandable banner collapses to 320x50.
- Design integrated with both the app content and Mercedes-Benz creative.
- Clicks-through to BrandBlast

BrandBlast

- Robust app-within-an-app ad technology supports interactivity, video and social media
- Fwd/Back buttons permit Mercedes-Benz microsite browsing

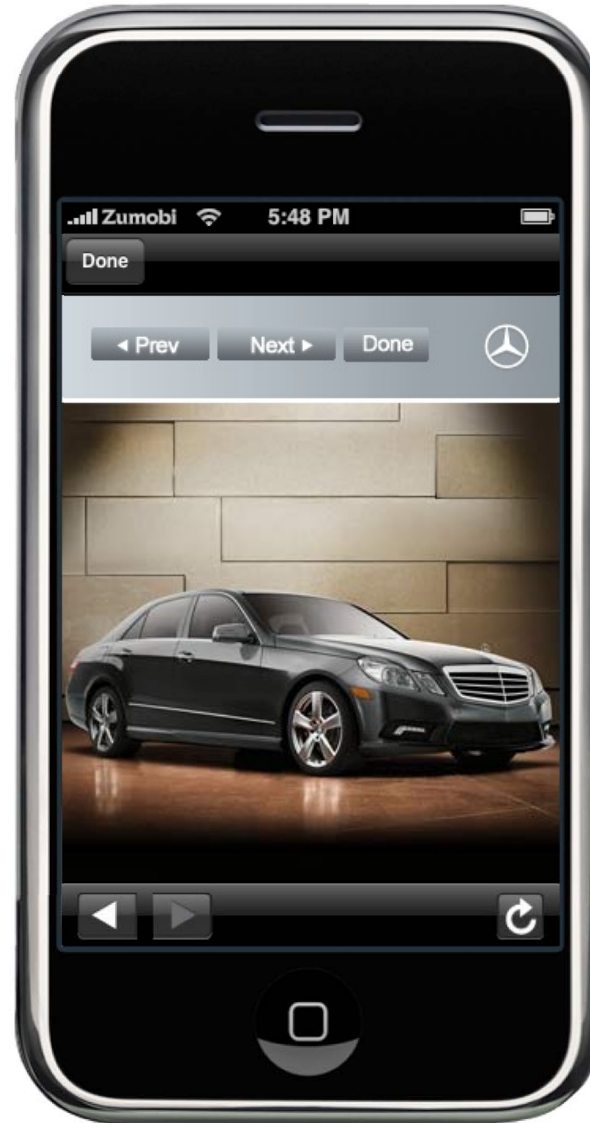


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Campaign Results



as seen in the **Motor Trend** app...



Key Stats

Reached #1 - News Category
iTunes App Store

40,000+ visits to in-app
Mercedes-Benz microsite in 5 weeks

20+ average minutes of use per visitor

Click-throughs as high as 5%

Average click-throughs of 3% across
the campaign

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"The **key to effective mobile executions is to start with a business objective or consumer insight and then determine how mobile can uniquely address it.**

"Zumobi's close relationships with premium publishers and expertise in designing and marketing mobile apps provided a **perfect opportunity to leverage our consumer insight through a mobile campaign.**

"Motor Trend* news and reviews on the app were enhanced with a vast library of videos and photos that interactively demonstrated the value proposition of Mercedes-Benz cars to consumers at the pivotal point in the purchase process. **We were thrilled with the results. They significantly surpassed our expectations."*

Paul Gelb
Director, Mobile Practice Lead
Razorfish

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About The Zumobi Network

Zumobi is the first **premium mobile app network**.

Our technology connects premium brands with top media apps on all platforms.

We guarantee brand advertisers targeted placement, quality content, exclusivity and measurement, driving sustained user engagement.



Engagement

- Over **20 MOU** per visitor on average
- **Top 10%** of apps with the most active users

Performance

- **12 apps** in their category **Top 10** on iTunes
- **20MM** monthly network impressions*

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