

MOBILE

Americana Manhasset drives more than 1.7M impressions via location-based ads

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By LAUREN JOHNSON



Luxury shopping center Americana Manhasset recently used a

rich mobile advertising campaign to bolster in-store traffic and sales with 1.75 million impressions.

Americana Manhasset's mobile ad campaign included video, store locator and mobile Web efforts, among others. The shopping center worked with digital agency Morpheus Media and mobile ad platform Mobsmith on this initiative.

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"Mobile advertising enables a brand to reach a new group of audience members in a quick way," said Ingrid Lestiyo, cofounder/CEO of Mobsmith, San Francisco.

"It also lets brands such as Americana Manhasset gain access to high-end consumers,"

she said.

Americana Manhasset is a high-end shopping center in Long Island, NY, with 60 luxury stores, including Chanel, Gucci and Cartier.

Mobile driver

Americana Manhasset's mobile ad campaign ran during the holiday shopping season from Nov. 21 to Dec. 24.

The mobile ads were served both in applications and on mobile Web sites to users who were nearby to the shopping center.

The ads included four main functions – a click-to-call feature, video, mobile Web and an option to see stores listed.

The creative of the ads was divided with a video on the top half of the smartphone screen with a gallery below that let users scroll through three different screens.

According to Mobsmith, the video claimed 50 percent of actionable clicks, showing the prominent role that rich media features such as video play in mobile advertising.

Additionally, the average viewing time of the video was 10 seconds, proving that although mobile video is strong, mobile consumers have a short attention span and marketers need to keep video components short and sweet.

Finding gift items and a store's nearest location were also high areas for actionable clicks.

Users could also visit Americana Manhasset's mobile Web site at <http://m.americanamanhasset.com/>.

Although the company's mobile Web site is not commerce-enabled, it does let users see the different products that are available with the goal of driving consumers to the stores to buy the items.

Rich shopping

Americana Manhasset's mobile ad campaign is an example of how luxury stores can benefit from mobile.

Luxury marketing is centered around the idea of creating one-on-one relationships with consumers, which can make digital platforms tricky.

However, by putting the emphasis of a campaign on driving consumers to a location, it helps the company flaunt its digital initiatives while still creating a tailored campaign.

Additionally, Americana Manhasset's mobile ad campaign uses several rich media components that are more tailored towards an affluent consumer, including mobile video and a swipeable gallery.

"We believe that mobile advertising is an extremely powerful channel to reach a vast

number of consumers,” Ms. Lestiyo said.

“Mobile is still a fairly new channel, so it is important to measure and test engagement with the audience,” she said.

“The combination of compelling ads with measurement will open up mobile's potential going forward.”

Final Take

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