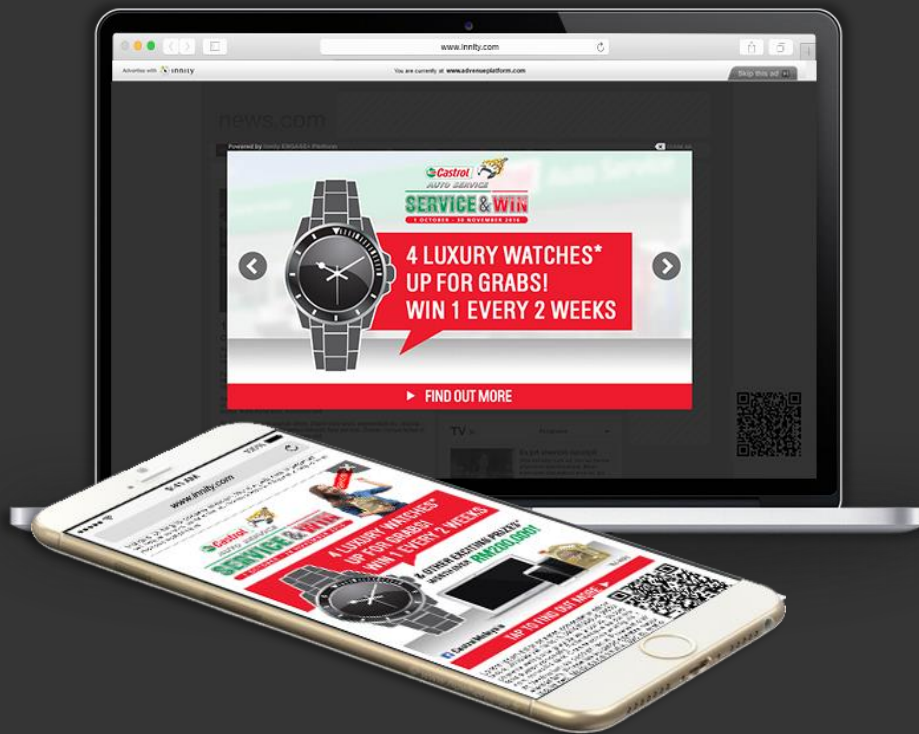


## Case Study | Oil and Gas

### Castrol



*“Our goal is to help Castrol promote and raise brand awareness through four of our Innity mobile ad units, Responsive Lightbox, Mobile Grow, Mobile Cube and Mobile Slider.”*

#### About Castrol

Castrol is the world leading manufacturer, distributor and marketer of premium lubricating oils, greases and related services to automotive, industrial, marine, aviation, oil exploration and production customers across the world. The Castrol delivery network extends throughout 140 countries, covering 800 ports and partnering with over 2000 distributors and agents.



## The Strategy

- Castrol ran their campaign in both CPM And CPE on Innity's network.
- In order to attract the audiences, Castrol promoted their brand by adding in a lucky draw contest only for their customers with the chance to win amazing prizes.
- Innity developed the right ad formats for Castrol to reach its target audience by using rich-media units for mobiles, tablets and desktops for the maximum impact.



## Responsive Lightbox

- With Innity's responsive lightbox, the ad can be shown in all devices such as desktop, mobile, and tablet.
- The ad was shown in a full page display with 3 different slides.
- The option to click/tap left and right to change slides allow users to navigate the ad easily or if not, the ad automatically change slides every few seconds.
- The slides comprised of the car service slide, and the amount of prizes that the users were entitled to win.

[Click to see the demo](#)

## Mobile Cube

- Innity's Mobile Cube appears within the page.
- Ad displayed in the shape of a cube.
- The ad can be navigated just by swiping left or right, or allowing it to automatically change slides by itself.

[Click to see the demo](#)



## Mobile Grow

- Innity's Mobile Grow appears within the article, offering a native experience combined with an impactful display.
- Ad slowly expands from upwards.
- There's also an option to tap for more information on the Castrol service.

[Click to see the demo](#)

## Mobile Slider

- Innity's Mobile Slider appears within the page offering a sequential flow of Castrol's content.
- Users can slide left or right to see the next slide and click on any of it to find out more.
- When users get to the last slide, they can swipe back to see the previous slides.

[Click to see the demo](#)



# Results

## Mobile Cube



Average CTR  
**0.49%**



Average Time Spent  
**59.47 seconds**



Unique Impression  
**224,803**

## Mobile Grow



Average CTR  
**0.85%**



Average Time Spent  
**54.03 seconds**



Unique Impression  
**265,764**



## Mobile Slider



Average CTR  
**0.06%**



Average Time Spent  
**93.76 seconds**



Unique Impression  
**92,600**

## Responsive Lightbox



Average CTR  
**0.85%**



Average Time Spent  
**54.03 seconds**



Unique Impression  
**265,764**



Average E.R  
**2.5%**

For further information, and find out how Innity can help you to create brand awareness or achieve your campaign goals, feel free to drop us a message by emailing us:

[my.sales@innity.com](mailto:my.sales@innity.com)

