

# 2degrees Mobile [New Zealand]

“Working with facebook, 2degrees have been able to develop a real time, 2-way relationship with potential and current customers. We can target people precisely where they are researching or discussing product options.”

—Larrie Moore, Chief Sales and Marketing Officer, 2degrees Mobile

## Objective

**Build brand awareness around the launch of a highly anticipated, new mobile service provider in New Zealand and build a fan base.**

## Facebook Solution

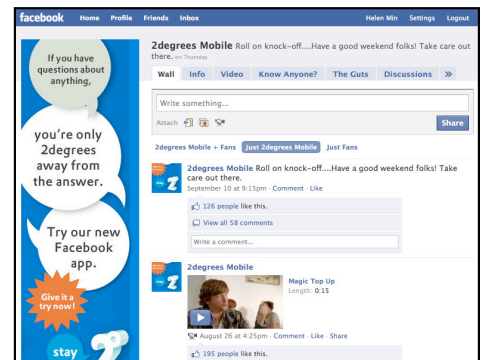
**Engagement Ads**—Fan & Poll Engagement Ads

**Home Page Reach Blocks**—2 reach blocks targeted at all Facebook users in New Zealand

## Results

### High Engagement

- Fan Engagement Ad—4.19% of users who saw the ad engaged with the ad unit. Of those actions, 38% became a fan of 2degrees Mobile.
- Poll Engagement Ad—5.06% of users who saw the ad engaged with the ad unit. Of those actions, 74% responded to the Poll question.



### 111% Growth of Fan Base

- 2degrees Mobile increased their fan base from 9,000 to 19,000 during the first 24 hour reach block
- Almost 8,000 fans came directly from the Fan Engagement ad

### Sparked User Interest to Learn More

- Over 32,000 clicks directly to the 2degrees Mobile Facebook page during the campaign