

ONTELA PHOTOBUCKET MOBILE UPLOADER



SITUATION

Ontela makes it incredibly easy for mobile phone users to upload their camera phone pictures to online photo albums like Photobucket. Ontela turned to MarketingHat to boost consumer adoption of its Photobucket Mobile Uploader product.

PROCESS

MarketingHat helped Ontela set performance goals for online banner ads and for pay-per-click search advertising. Research was done on the best practices for competitive advertising in the space. Existing consumer behavior on Photobucket was also studied. MarketingHat then developed and tested a variety of concepts.

RESULTS

MarketingHat more than doubled the click through rates for banner advertising and matched the competitive benchmarks. Pay-per-click advertising exceeded the performance target by a factor of 80 times. MarketingHat also led a major revision of the online purchase process.

