

T-Mobile



OBJECTIVE:

T-Mobile wanted to spread awareness about their network's reach in places that cannot be reached by conventional cellular wireless technologies.

PERSPECTIVE:

We call a segment of **DailyMail.com** readers our 'informed influentials' – millennials who rely on us daily to keep them up-to-speed on all the latest tech news and must-haves. And since T-Mobile wanted to reach these influentials, we wanted their campaign to deliver valuable creative content and editorial to this very valuable audience.

HOW WE BROUGHT IT TO LIFE:

DailyMail.com brought T-Mobile's far-reaching network to life through custom branded videos, homepage takeovers and native editorial. We dominated our site with super-impactful T-Mobile creative and curated native content that highlighted Wi-Fi-calling, data capacity, and international data plans.



“It's real content and well put together from knowledgeable sources (DailyMail.com Editors).”

– Peter Deluca
T-Mobile SVP, Brand & Advertising

T-Mobile



DailyMail.com amplified T-Mobile's message in a **BIG** way

5.3M

UNIQUE VISITORS

50M

TOTAL IMPRESSIONS

129K

NATIVE ARTICLE VIEWS

2.2 MINS.

NATIVE ARTICLE DWELL TIME

88% COMPLETION RATE

VIDEO PRE-ROLL

