Orange is the world’s leading telecom and data services operator. Orange advertised with Affinity’s Innovative Pay-Per-Click (PPC) Network to promote their mobile deals and rake in new phone contracts across Europe.

**OBJECTIVE**

Recruit new customers for Orange’s new mobile deals and phone contracts across major European countries.

This was to be achieved by making web users submit a simple form with their details on a specially designed landing page.

**RESULTS**

Affinity's Innovative Pay-Per-Click (PPC) Network delivered

**500+ NEW PHONE CONTRACTS PER MONTH**

**OUR APPROACH**

- We ran a mix of Geo (Country-State-City Level), Keyword, and Device targeted Pay-Per-Click (PPC) campaigns with multiple text ad versions on a CPA basis
- These campaigns were contextually targeted at web users (across major cities in Europe) browsing or searching online content using specific Smartphones and Tablets (Samsung Galaxy, iPhone, iPad etc.) across the Affinity Publisher Network
- Traffic sources included Local Search, Toolbars, and In-Text
- Campaigns were targeted to an extensive list of 5,000+ keywords related to telecom and mobile services
- All the campaign parameters (Keywords, Categories, PPC Bids, Traffic Sources, etc.) were constantly optimized by Affinity’s dedicated Account Managers to achieve the campaign objectives

Reach out to us at advertisers@affinity.com  Follow us on  

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