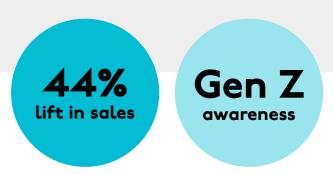
UNIDAYS

Motorola case study

Motorola sees 44% lift in Gen Z sales in just one month.



UNIDAYS



The challenge

Motorola Mobility, a leading producer of smartphones and accessories, sought to increase its mobile market share with digitally savvy Gen Z college and university students in the US.

Recognizing that Gen Zers present a huge opportunity for both immediate revenue and long-term brand growth, the company sought to drive awareness and purchase intent for its most innovative products and accessories.

To generate buzz with this notoriously hard-to-engage audience, they needed to speak Gen Z's language in the most organic way possible.

The solution

Motorola partnered with **UNIDAYS** to create a customized Gen Z marketing strategy by:

- Leveraging UNiDAYS' Student Verification Technology to create a Gen Z student segmentation strategy.
- Launching a Student Incentive Program delivered via UNiDAYS' private, membersonly network.
- Determining the right mix of Ad Solutions to reach Gen Z using UNiDAYS' first-party data with personalized and localized messaging.

The results

Motorola successfully engaged Gen Z college students across all **UNiDAYS'** channels: mobile app, desktop, social, & email.

They saw a dramatic **44% lift** in sales with Gen Z college and university students in the US, month over month, from May 2018 to June 2018.

About UNIDAYS

UNiDAYS is the world's leading Student Affinity Network, connecting brands to more than 10 million Gen Z college students around the world.