

MobSoc Media Case Study: Dogg Boss Gear



Content Campaign

IS YOUR DOG TAKING YOU FOR A WALK?

Background and Approach

MobSoc Media and Dogg Boss Gear partnered up to create a native advertising campaign touting the design of Dogg Boss Gear's innovative Zipp-n-Go Leash. The patented design of the Zipp-n-Go leash features an anti-choking soft cushion which prevents pressure from being applied to the dog's throat and is the very first zipping dog leash specifically designed for dog owners who want more control over their canine companions. The campaign targeted 8.1M United States-based dog owners between the ages of 21 and 65 and was configured to run within Facebook's desktop feed as well as the mobile feed to maximize user engagement.

View the complete advertorial here: <http://dogfancast.com/dogg-boss-gear/leash-training/>

Results

The campaign produced fantastic results:

- Delivered a 4.1% click through rates (8x higher than industry average levels).
- Time spent on the article averaged 3 minutes and 57 seconds, generating valuable brand recognition for Dogg Boss Gear.
- Improved Dogg Boss Gear's organic search rank by 8 positions for relevant keywords via authoritative link backs to the main Dogg Boss Gear website.
- Achieved a 5.2% action rate (Likes, Comments, and Shares) with high levels of earned media uplift.

For content marketing and native advertising inquiries, please contact advertise@mobsocmedia.com.