

Mobila 
Presentkort

Campaign page for Mobile Gift Vouchers

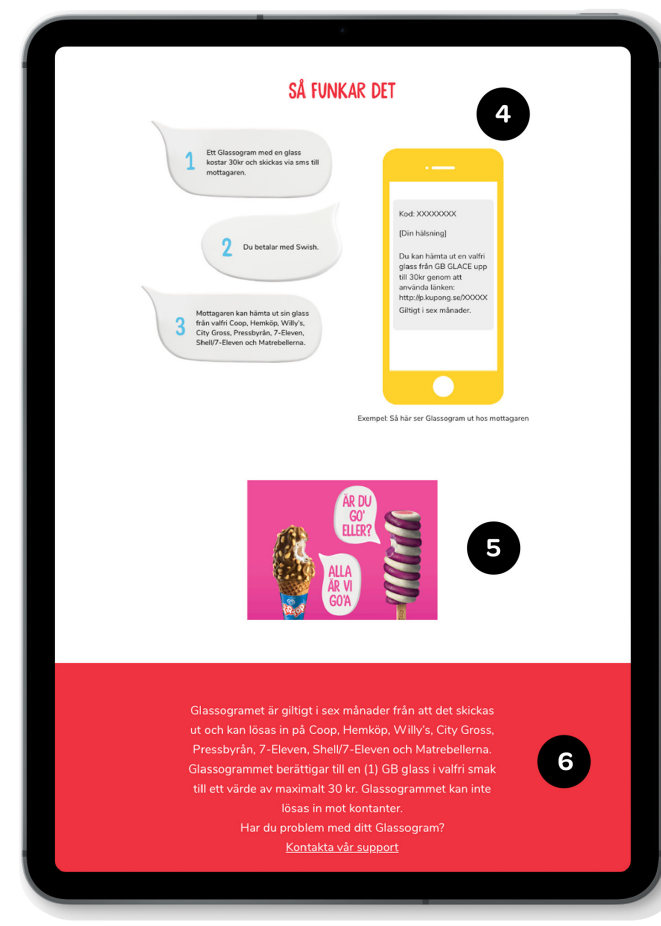
IABs Mixx Awards

**BEST
CAMPAIGN**

GB Glace Share Joy

Materials for campaign page for Mobile Gift Vouchers

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Numbered bullet points refer to the diagram

1. Logotype - Max 200x200 pixels.
2. Image for the header - Max-width 1,800 pixels.
The format (height/width) is optional. Two versions for desktops and phones.
3. Headline and body text in header.

4. Text that describes order flow. See the text examples of our references below and compose your own version.
5. Space for text and image. (Includes support for animated GIFs)
6. Space for voucher information, period of validity and where to redeem it. See the text examples of our references below and compose your own version.

Colors and fonts

- Fonts and colors for headlines
- Fonts and colors for body text
- Accent colors (for buttons and links)
- Background colors and font colors for the information box (bullet point 7 in the diagram)

Recommendations for materials

- Avoid images that include text for longer campaigns that rely on search engine optimization, since search engines cannot read text in images.
- Naturally, this depends on your goal with the campaign site, but if you want to convert as many visitors as possible to purchases, we recommend headers that do not take up much space and instead reserve space for the actual purchase form.
- Testing, valuating and continuously optimizing based on correct data is usually the best strategy. We're always happy to discuss analyses and conversion optimization methods with you.



Examples of previous campaign sites

**Mobila
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Give someone a Liberoqram

<https://liberogram.se/>

A further developed campaign site for 3 optional products. NB! Not according to individually adapted templates based on a particular product, but can be produced.

Picagram – Picadeli

<https://picagram.mobilapresentkort.se/>



Marabou Hearts

<https://marabouhjartan.se/>

Example of an animated GIF in the header and footer.

Swish a GB - GB Glace

<https://swishaengb.mobilapresentkort.se/>

Example showing a top image consisting of 3 combined images to ensure optimal viewing when the page is scaled down (mobile phones).



Saffronogram – Apoteket Hjärtat

<https://saffranogram.mobilapresentkort.se/>

Example where the customer has chosen an order flow (5) using a horizontal rather than a vertical format. Includes an additional audio function.

Swish – Extra chewing gum

<https://swishaextra.mobilapresentkort.se/>

GDPR

ClearOn collects the personal data and is responsible for GDPR issues.

UTM, Google Tag Manager, Google Analytics and Facebook-pixels

What kind of analysis do you want to use? We can provide GTM and Analytics unless you want to use your own methods.

Web hosting and safety updates

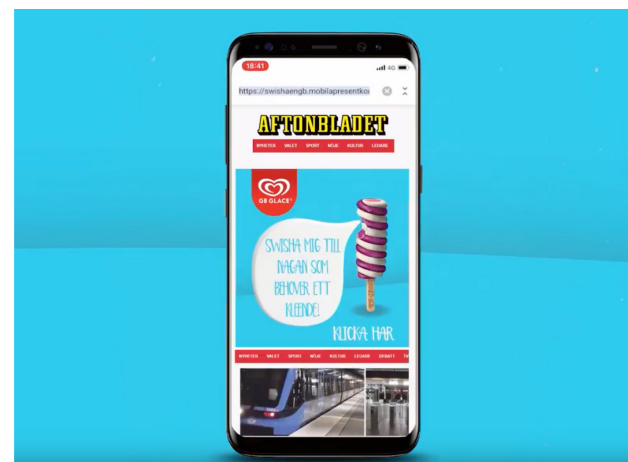
3 months web hosting is included
- after that, we charge SEK 550 a month.

Best Campaign Winner!

We built the site that was awarded:
IAB:s Mixx Awards: Best Campaign Direct Response
GB Glace Share Joy - Swish an ice cream to a friend, summer of 2018

Read more: <https://www.dagensmedia.se/medier/digitalt/har-ar-alla-vinnare-i-mixx-awards/>

2nd prize INMA Global Media Awards 2019,
"Best Marketing Solution for an Advertising Client"



Watch the video here!