

CASE STUDY

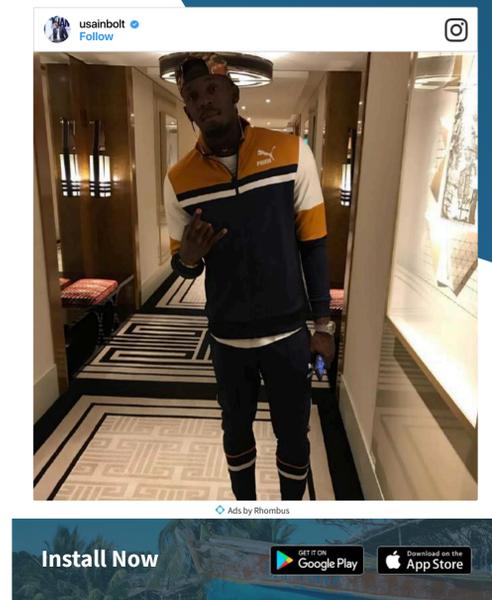


# Fueling Cultural Awareness with Cost-Effective CPI's

Jamoji is a Jamaican themed emoji keyboard started by Colleen Hall and her sisters. Her goal was to provide a culturally accurate emoji experience for Jamaicans at home and abroad.

## Overview

Jamoji wanted to quickly target a Jamaican concentrated audience. They believed that partnering with key Jamaican influencers would allow the product to grow rapidly. However, the lack of resources prohibited these partnerships from coming to fruition. The influencers Jamoji **intended on partnering with were too expensive and lacked transparency** throughout their discussions.



## Solution

Jamoji opted to partner with Rhombus due to our quick campaign setup, low budget requirements, and powerful analytics. Rhombus's ad technology is specifically designed to bring together the worlds of influencer marketing with programmatic display advertising. Focusing on embedded tweets and Instagram posts from Jamaican influencers on select publishers, Jamoji was able to target the right audience through specific publisher verticals and demographics. Rhombus analyzed existing content on selected publications to determine the right embedded influencer content to target.

## Experience

"I was extremely satisfied with Rhombus's campaign performance for Jamoji. Not only did the Rhombus team help build the Jamoji brand, but their unique service also helped us achieve our mission of sharing Jamaican culture to fingertips across the globe." - Colleen Hall, Founder of Jamoji

## Targeting



Bob Marley



Usain Bolt



Damian Marley



Skip Marley



I am the Kartel

- #REGGAE
- #INSTAREGGAE
- #GANJA
- #TEAMJAMAICA
- #DREADLOCKS
- #RASTA
- #DANCEHALL
- #ISLAND
- #CARIBBEAN
- #JAMMIN
- #KINGSTON

Embedded Platforms:



## Results

Rhombus proved to be valuable digital channel that allowed Jamoji to associate with influencers at the scale and cost of native advertising.

Rhombus delivered Jamoji a **CPI of \$3.76**. With a campaign budget of \$10,000 spent over a month, Jamoji gained 2000+ installs. Over that month, Jamoji's campaign received 700,000+ impressions, yielding a CPM of \$13.52.

<b>\$4.50</b>	<b>\$10,000</b>	<b>\$3.76</b>	<b>700,000+</b>	<b>\$13.52</b>
Target CPI	Budget	CPI Delivered	Impressions	CPM