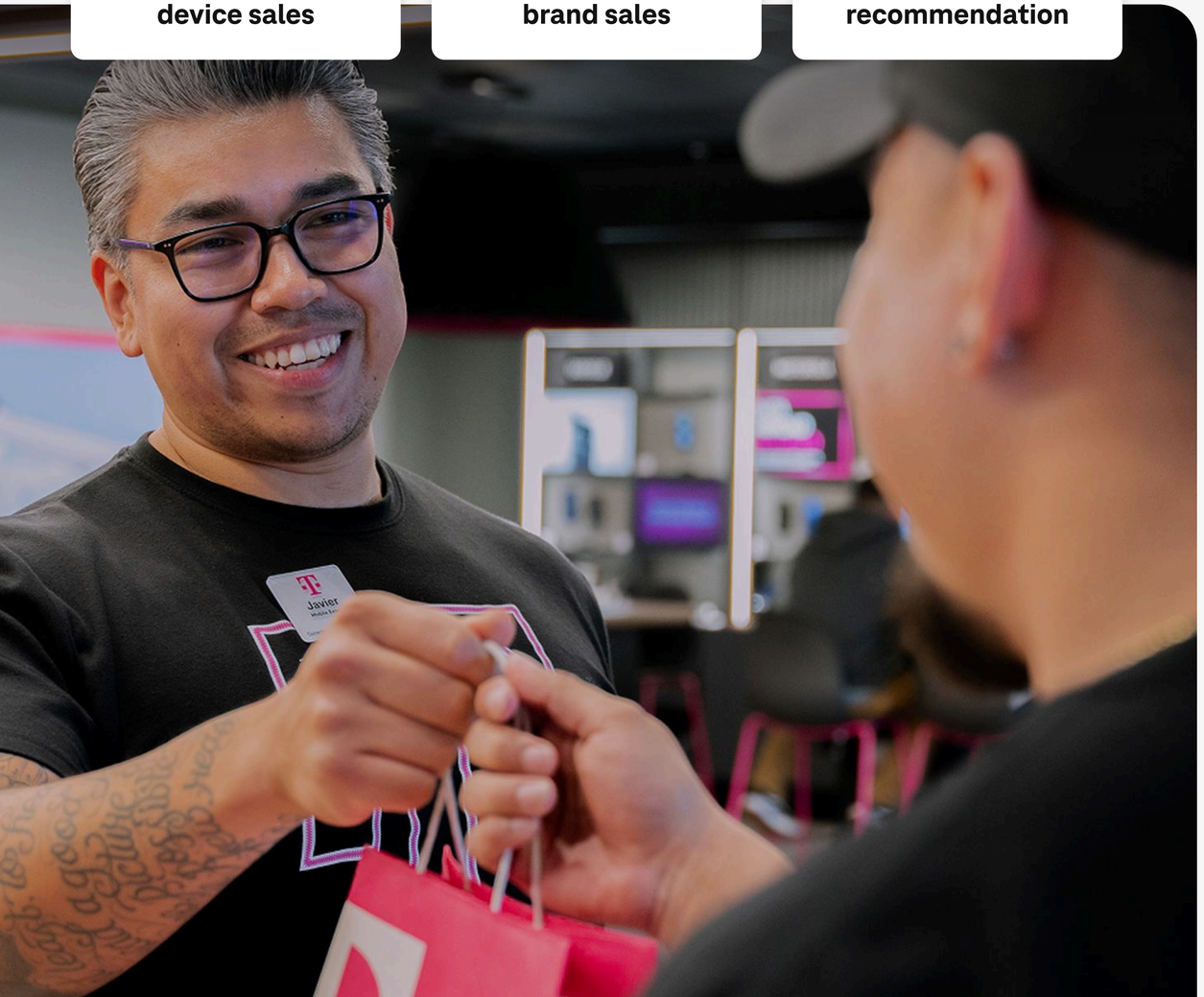
Smartphone manufacturer drives 5% lift in Android device sales with In-Store Retail Media

+5%
Lift in device sales

+8%
Lift in brand sales

+15%
Lift in employee recommendation



Challenge

T-Mobile Advertising Solutions partnered with a leading smartphone manufacturer to drive sales of its newly launched Android devices across 2,100+ T-Mobile stores.

Solution

We executed a 7-week In-Store Retail Media campaign, delivering 68M impressions to 12M shoppers and store associates with product-focused messaging at the point of sale.

Results

By leveraging T-Mobile's retail footprint and in-store screens, the campaign influenced both shopper behavior and store associate recommendations, resulting in measurable brand and device sales lift.

The outcomes exceeded expectations:

- **+5% Lift in device sales**
- **+8% Lift in brand sales**
- **+15% Lift in employee recommendation**

Ready to learn more?

Connect with our team to explore our solutions and how to best serve your goals.

Get started now