

# UNiDAYS

## Motorola case study

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

**44%**  
lift in sales

**Gen Z**  
awareness

### 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, members-only 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.

UNiDAYS

