

CONTEXTUAL TARGETING | BEST CASE

Challenge

A tourism association wants to push travel destinations to potential tourists before the start of the vacation season.

Our Solution

With our ROP campaign, supplemented by targeting on travel environments and an animated banner, we targeted the right audience and achieved very good performance values.



Impressions

442k



Duration

03.06.2021 – 15.06.2021



Format

Dynamic Skyscraper + Mobile Interscroller



CTR

12,6 %



CTR Uplift

Uplift +1357% gegenüber Peers¹

¹Average values for campaigns from the industry from 2020-2022 Q3

CONTEXTUAL TARGETING

Is a multi-talent and brings several advantages:

- Pick up users with the right mindset in the right environment in real time
- Use both consent and non-consent environments in equal measure
- Brand suitability: exclude topics that are not desired
- German market standard for IAB categories through classifier

Formate: freely selectable

Gross CPM: 10€¹ surcharge on your volume booking

AT THE RIGHT TIME –
IN THE RIGHT ENVIRONMENT!

The screenshot shows the TECHBOOK website interface. At the top, there's a navigation bar with categories: HOME ENTERTAINMENT, MOBILE LIFESTYLE, STREAMING, CONNECTIVITY, and TECHBOOKS BESTE. A prominent blue banner reads 'ALLES ZU MOBILE LIFESTYLE'. Below this, there are several ad units: a large LG logo with the text 'STANBYME GO' and 'StanbyME Go - was kann der'; a Lexus advertisement with the text 'Elektrisiert alle Sinne. Jetzt den Lexus NX Hybrid konfigurieren.'; and an Intel advertisement for 'Gamer Days' with the text 'Die Intel® Gamer Days Angebote gibt's nur für kurze Zeit'. On the right side, there's a vertical sidebar with an Amazon logo and 'intel Gamer Days' text.

**+70% Uplift
CTR
against Peers²**

¹discountable ²Average values for campaigns from the industry from 2020-2022 Q1