

NETI ID | BEST CASE

Campaign Setup

Our A/B testing between classic socio-targeting and socio-targeting in combination with a netID filter showed how much more performant the netID segment is.

The campaign was played out programmatically.



100%
Desired Reach



Duration
2 weeks



+20%
Hit rate of buying interest

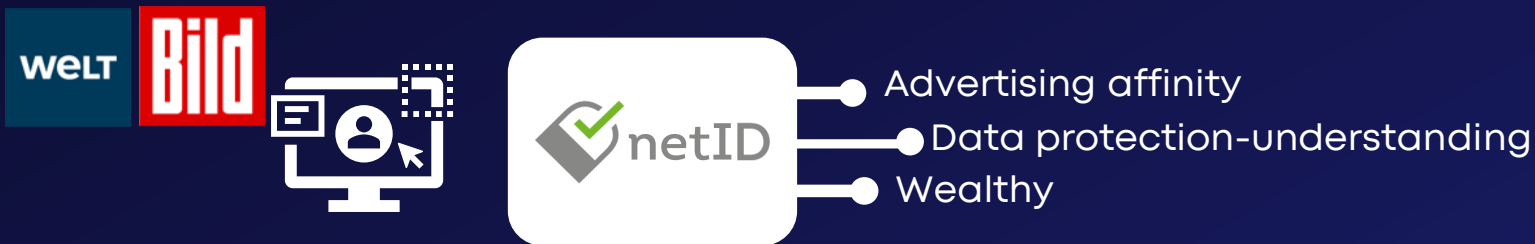


x2
Conversion Rate

NETID : ADDRESSING NETID USERS

Address the premium customers with our netID targeting!

With this targeting, you can address users for your campaign who have netID and are therefore also active with many online services such as *web.de*, *gmx.de* or *Pro7*.



Formats: freely selectable

Gross CMP: 20€¹ surcharge on your volume booking

TALK TO NETID USERS
TODAY

8 MIO. PROFILS

CAN ALSO BE
COMBINED WITH
OTHER DATA
PRODUCTS

¹discountable