

PERFECT FIT | BEST CASE

Challenge

As part of a popular product campaign, the customer wants to promote their heat pump in an eye-catching way. In addition to the great branding effect, the performance of his campaign is also important to him - not just reaching many people, but the relevant ones.

Our Solution

With the help of our **perfect fit targeting**, we were able to reach users who were looking for information about heating technology, renewable energies and heat generation in the MI portfolio. In addition, the campaign was placed in thematically relevant articles using contextual targeting. Thanks to the intelligent combination of interest and contextual targeting, customer journeys can be inspired and thus started - the CTR of the campaign was thoroughly convincing.



Impressions
3 Mio



Duration
25.09.2023 – 22.10.2023



Format
Sitebar, Mobile Medium Rectangle



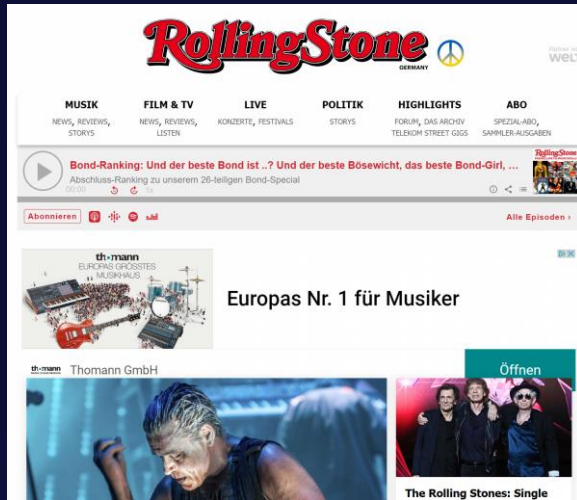
CTR
5,703 %



CTR Uplift
Uplift 3.2x gegenüber Peers¹

¹Average values for campaigns from the industry from 2023

CONTEXTUAL + INTEREST = PERFECT FIT



+200% Uplift
CTR against
Peers²

Your Advertisement in the right articles

Portfolio-wide coverage in all thematically relevant articles¹

Formats: freely selectable

Gross CMP: 10€¹ surcharge on your volume booking

Your Advertisement for every "Heavy User"

Portfolio-wide payout for all (heavy) User² who read several articles on the same topic - regardless of content

¹over contextual Targeting, ²over Interest Targeting ³Average values for campaigns from the industry from 2020-2022 Q1