

PERSONA | BEST CASE

Challenge

A drinks manufacturer wants to make its diverse range of products from all over the world more appealing to potential customers.

Our Solution

To effectively emphasize the overseas character of the drinks, we built a persona that is very travel-savvy and has a sense of enjoyment, quality and nature. Combined with our cube ad, we were able to achieve a great CTR with this campaign.



Impressions

353k



Duration

16.05.2022-31.07.2022



Format

ROP Multiscreen: HPA & Mrec als Cube Ad



CTR

4,5 %



CTR Uplift

Uplift 8.8x gegenüber Peers¹

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

PRECISE ADDRESSING OF MARKET-RELEVANT STANDARD TARGET GROUPS



The persona:

A market-relevant target group is mapped by socio-demographic characteristics, interests and attitudes

- ✓ Scatter minimization
- ✓ Maximum reach

Basis for creating the persona:

Market research values together with our first party data are used to train machine learning algorithms

- ✓ Optimal attribute composition

DECISION MAKER

ABOUT ME

SETTING

SKILLS

★ ★ ★ ★ ★

Formats:

freely selectable

Setting:

ROP (classic or programmatic)

Gross CMP:

20€¹ surcharge of your volume booking