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

PRECISE ADDRESSING OF MARKET-RELEVANT STANDARD TARGET GROUPS



The persona:

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



Scatter minimization



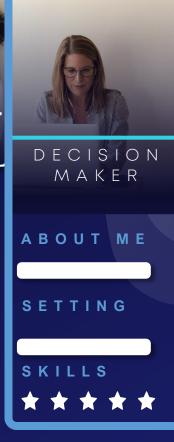
Maximum reach

Basis for creating the persona:

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



Optimal attribute composition





Formats: freely selectable

Setting: ROP (classic or programmatic)

Gross CMP: 20€¹ surcharge of your volume booking