

REGIO FLEX | BEST CASE

Challenge

A company is planning a recruiting campaign. Due to the location-bound workplace, the customer wants to play out its campaign exactly in its region, i.e. in its area.

Our Solution

Based on the zip code list supplied by the customer, consisting of 92 zip codes, the campaign was played out in a targeted manner thanks to our Regio Flex targeting. The campaign had minimal wastage and achieved an above-average CTR.



Impressions
250k



Duration
02.04.2023-16.04.2023



Format
Skyscraper, Mobile Medium Rectangle



CTR
5,868 %



CTR Uplift
Uplift 3.1x vs. Peers¹

¹Average values for campaigns from the industry in 2023

REGIO FLEX **2**

Targeted, regionalized advertising targeting in any zip code area with a regionalized advertising medium.

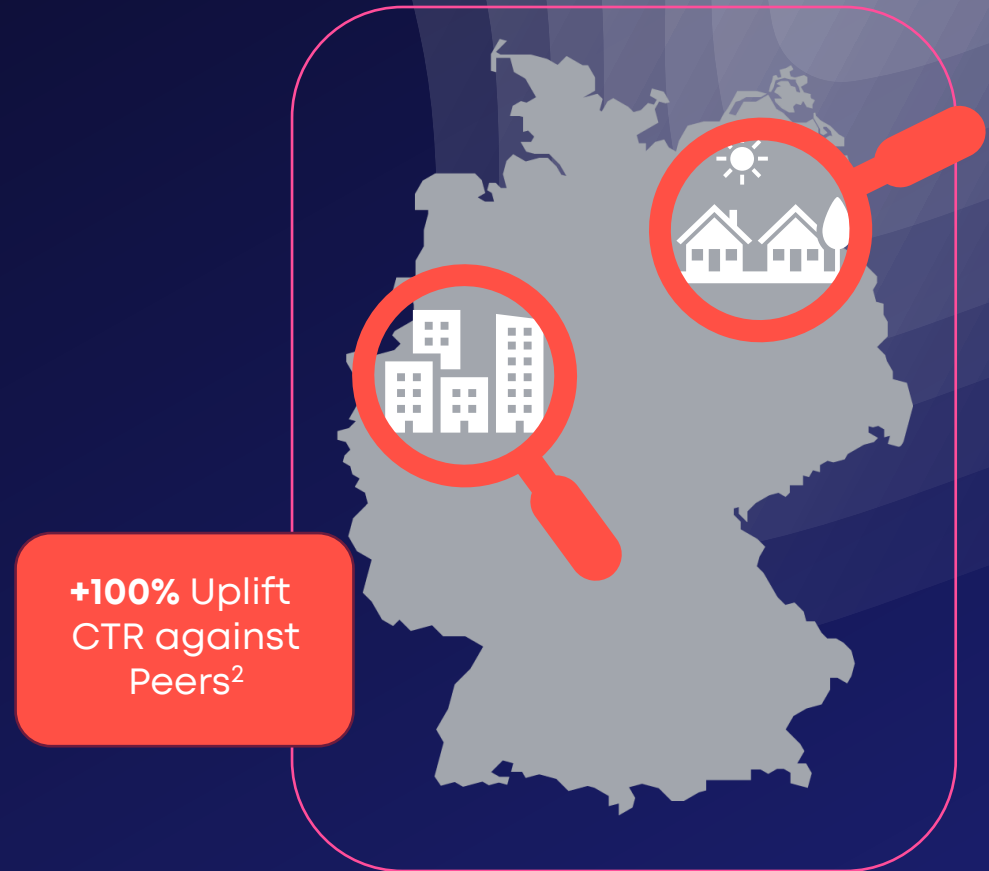
Non-Consent & Cookieless: Regional performance with high scaling Addressing down to the 5th zip code digit.

Formats: freely selectable

Placement: ROP

Gross CPM: 20€ surcharge on your volume booking

FIND EVERYONE EVERYWHERE!



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