

Europes biggest platform for

PREDICTIVE BEHAVIOURAL TARGETING

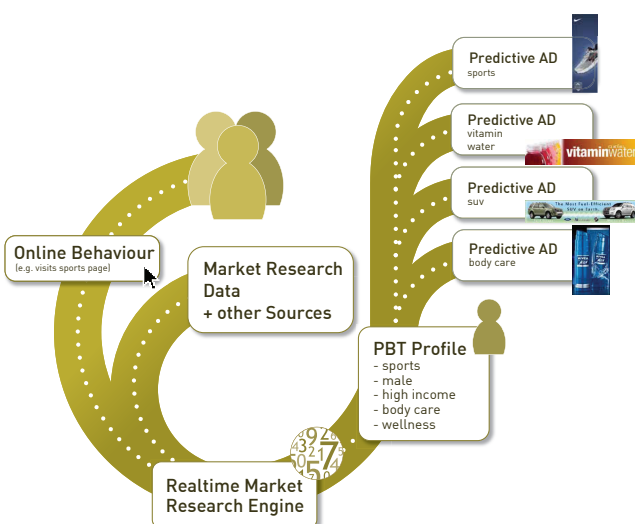
The Target Group Solution for Online Advertising

With its Predictive Behavioural Targeting solution nugg.ad operates Europe's largest targeting platform and has achieved market-leading status with targeting in Germany, Austria, Scandinavia and Eastern Europe. nugg.ad enables standardised target groups to be booked directly with all nugg.ad clients for online campaigns.

Offering a comprehensive service, nugg.ad combines state-of-the-art-technology with continuous business consultation and development support to its clients. nugg.ad's unique predictive algorithm reduces media loss, increases campaign efficiency and lowers target-group CPM. Both agencies and advertisers working with publishers and ad-networks can plan and tailor campaigns to specific target groups leading to raising effectiveness of branding as well as performance campaigns significantly.

nugg.ad works with and assists its clients to increase turnover and win new advertising budgets.

The success recipe lies in combining various sources of data in real-time predictions. With Predictive Behavioural Targeting, surf-behaviour data is enriched with user-surveys providing socio-demographic, product interest and lifestyle data. This combination delivers predicted values on socio-demographics, gender and product interests making it possible to target hard-to-reach target groups online.



nugg.ad AG, founded in 2006, is lead by **Stephan Noller (CEO)**, **Karim H. Attia (CBDO)**, and **Klaus Koegler (CFO)**. Predictive Behavioural Targeting by nugg.ad is the first targeting product on the market to have earned the **privacy seal of approval from the ULD 'Independent Centre for Privacy in Germany'** (Unabhängiges Landeszentrum für Datenschutz Schleswig Holstein). In 2009 nugg.ad additionally earned the **European Privacy Seal (EuroPriSe)**. Winners of the **Red Herring 100 Europe** award and the **European Seal of E-Excellence**, the company offers a comprehensive targeting solution for advertisers. nugg.ad's clients include the leading publishers in Germany and across Europe. nugg.ad is **based in Berlin**, with branch offices in **London, Paris and Warsaw**.

nugg.ad predictive behavioral targeting How it works?

Predictive Behavioural Targeting increases turnover for:

Publisher Advertiser Adnetworks Agencies eCommerce Social Networks

Fig. 1: Technology



Depending on the objectives of each client and/or campaign, besides click-behaviour data, nugg.ad's solution relies on other input-data sources such as survey, Nielsen Homescan panel and brand-website data. In addition to its Predictive Behavioural Targeting technology, nugg.ad, provides continuous consulting, beginning with a close working relationship in the

implementation and definition of Predictive Behavioural Targeting-based products strategy through to sales-training, campaign optimisation consulting, for all its clients. Predictive Behavioural Targeting, not only offers increased level of efficiency furthermore also compatibility with all leading ad-serving platforms available on the market today.

Fig. 2: Service & Consulting

