

Perfect Service 2.0

Renault Increases Click-Rate for Services by 318% Using Predictive Behavioral Targeting



For this French car manufacturer, good service is of overriding importance. In order to inform its customers of the services offered, Renault initiated an online campaign using the network of Polish publisher network behavia. A way to efficiently address the correct target group was quickly found: nugg.ad's Predictive Retargeting

CAMPAIGN

The chosen advertising medium, a triple billboard was operated for a period of three weeks. The chosen target group was identified by the agency Optimum Media OMD as being all owners of Renault vehicles.

In order to accurately define this target group, nugg.ad first took a look at the Renault website. By recording the click behaviour of users in relation to specific content and anonymously analysing the resulting information, it became possible to identify a specific target group of Renault drivers.

In the following step, the advertising medium was addressed to the identified Renault target group using nugg.ad Predictive Retargeting.

In order to assess the efficiency of the campaign, a campaign without targeting was rolled out simultaneously. This control campaign was carried out in the same volume and placed in behavia's traditional motor-related environments.

RESULTS

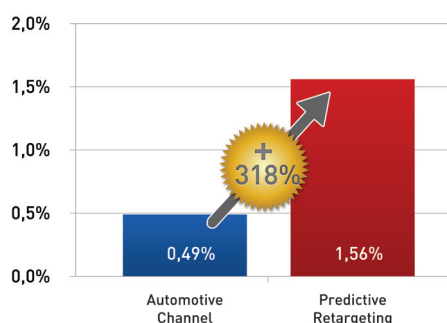
The click-through rate (CTR) of the advertising delivered using nugg.ad was 318% higher than for the control campaign without targeting. The CTR was increased from 0.49% to 1.56%.

CONCLUSION

This campaign proves that predictive retargeting is not only an efficiency booster in performance campaigns but can also be used to

provide uncomplicated profiling of advertising-specific target groups (in this case, "Renault drivers").

It is easy to see that targeting is a highly superior advertising tool compared with typical "environment campaigns", where advertising is merely placed in areas where target group users are expected to be.



	CHANNEL BOOKING	PREDICTIVE BEHAVIORAL TARGETING
TARGET GROUP	RENAULT Drivers	
DURATION	3 Weeks	
CREATIVE	Tripple Billboard	
CLICK TROUGH RATE	x	x + 318%

Contact

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