



## From the mouse to the T.V. remote control PBT reduces media loss and lowers target group CPM



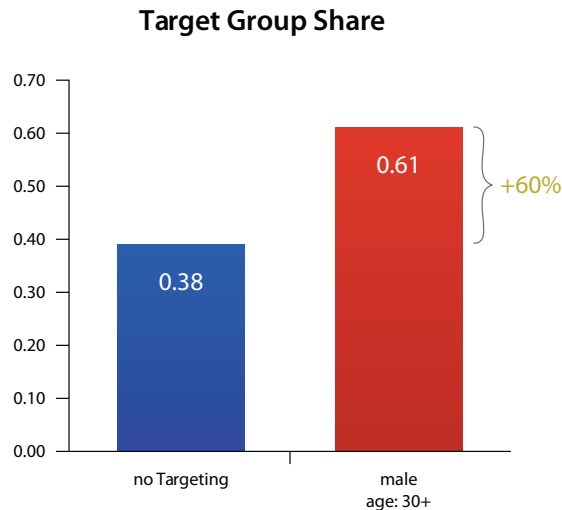
A campaign run in Norway demonstrates how greatly **nugg.ad's** Predictive Behavioural Targeting increases the efficiency of online advertising. The international television station **National Geographic** ran a campaign to raise awareness for the programme "Earth Investigated" on the website of the publisher **SOL**.

The target group for the format was defined as men aged over 30. To measure the precision in delivery, an additional survey of age and sex was carried out within the target group. A control group addressed without targeting provided a valid comparison.

Within one month **around 3000 completed questionnaires** had been collected. The evaluated results clearly showed the profound effect of the nugg.ad solution. **Media loss** in the target group "men over 30" was **reduced by 60% through Predictive Targeting**.

This meant a **reduction from 43 Euro to 27 Euro** in target group CPM for the campaign.

male, age: 30+		Rate Card CPM	Target Group CPM	efficiency
Share Target Group without PBT	38%	150 NOK (16,50€)	395 NOK (43€)	
Share Target Group with PBT	61%	150 NOK (16,50€)	246 NOK (27€)	+38%



Please visit [www.nugg.ad](http://www.nugg.ad) to download a detailed version of this case study.

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