



Predictive Targeting finds Ad-Clickers in Denmark

De Gule Sider (The Yellow Pages) triumphs with online campaign on Ekstrabladet.dk

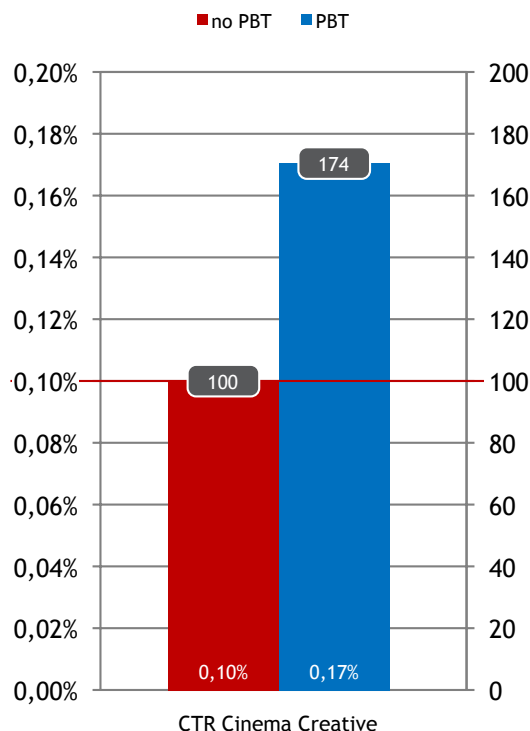


The advertiser **De Gule Sider (The Yellow Pages)** recently ran a campaign on one of Denmark's most popular online destinations **Ekstra Bladet**. Objective of the campaign was to drive traffic to the **degulesider.dk** site. Both, the advertiser and publisher decided, **Predictive Behavioural Targeting** online banners was the most efficient and effective way to reach the intended audience on Ekstra Bladet. Data-driven and fully automated, the campaign was targeted to find ad-clickers on the publisher's website to boost the Click-Through-Rate (CTR).

The campaign period was over four weeks, with ad-clickers being directed to De Gule Sider's website. Initially, all banners were run without any targeting optimisation to collect data on motive-specific click-behaviour. Utilising collected click-data, users with positive click-behaviour were identified as a target group of interest to the advertiser. Within the campaign's main-phase, banners were displayed to the defined target-group. Concurrently, a control group without any targeting ran parallel for comparison purposes.



Compared to the control group without targeting, banners targeted to ad-clickers **achieved a 74% higher CTR rate**. The CTR measured leveled at **approximately 0.17% using targeting compared to 0.10% without targeting**. The campaign result is a clear indicator to what extent Predictive Behavioral Targeting can impact the performance of the CTR of an online-campaign.



Contact

Uli Heimann | Consulting & Account Management Director
+49 30 29 38 1999-87 | uli.heimann@nugg.ad