



ströerinteractive

AVIS

Comprehensive & Carefree – Targeting gives Campaign an Easy Ride

nugg.ad tripples click rate for Avis

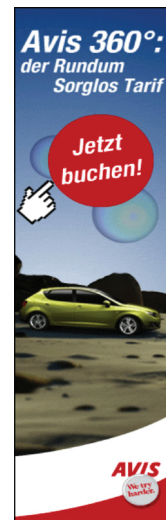


Avis, the car rental company, booked a two week display campaign over the entire portfolio of online media sales house, Ströer Interactive. The aim of the campaign was to increase traffic to the “Avis 360° - comprehensive & carefree deal” through the use of skyscrapers. In order to generate the highest click through rate (CTR) possible, Avis and Ströer Interactive decided to use nugg.ad’s Predictive Behavioural Targeting.

After testing various socio-demographic and product interest criteria, the optimum target group for the campaign was found to be women aged 20-59, with an interest in air and rail tickets. A control campaign without targeting was run in parallel to provide a valid comparison.

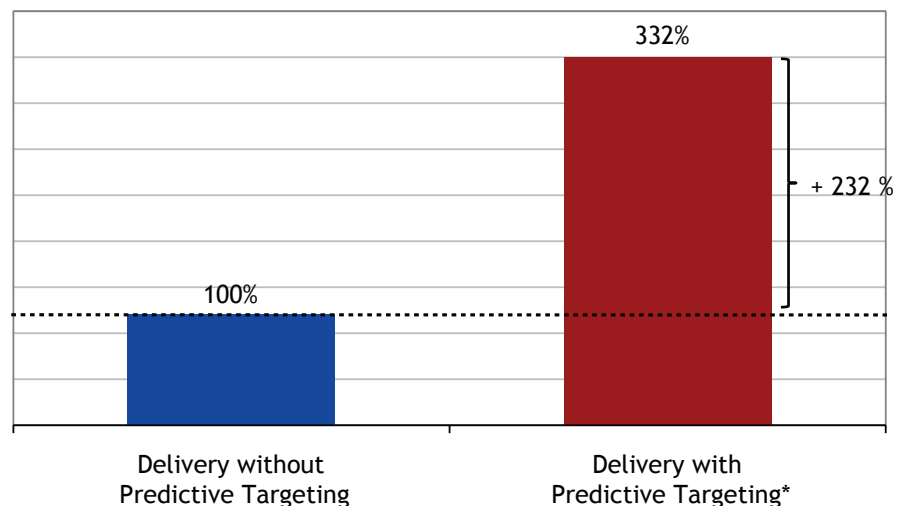
When the results of the campaign using Predictive Behavioural Targeting were compared with the control campaign, the effectiveness of the nugg.ad solution was clear. **The click through rate of the targeted campaign was 232% higher than the control.**

“For Avis, nugg.ad’s Predictive Behavioural Targeting had a significant effect on CTR. Moreover, we have also been able to lower target group CPM in many other campaigns through nugg.ad targeting already. Overall, we have noticed that there has been a marked rise in demand for Predictive Behavioural Targeting recently”, commented **Rasmus Giese, Managing Director of Ströer Interactive.**



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CTR-Comparison



* Combination: women aged 20-59 with an interest in air/rail tickets

Contact

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