



Results on more than just CTR

nugg.ad raises conversion rate by 450 %



The Polish internet radio station, **Radio Glob**, ran an on-line campaign through **Behavia**, the **ARBOmedia** targeting network, early in 2009. The goal was to publicise the new Radio Glob website and to attract new listeners. Behavia applied **nugg.ad's Predictive Behavioral Targeting** to achieve this goal.

The target group was clearly defined in advance: young people, aged between 14-24, with a strong interest in social networks, celebrities, cosmetics and fashion. The advertising used was a double billboard with integrated live streaming in the first part of the campaign and a double billboard without streaming in the second part.

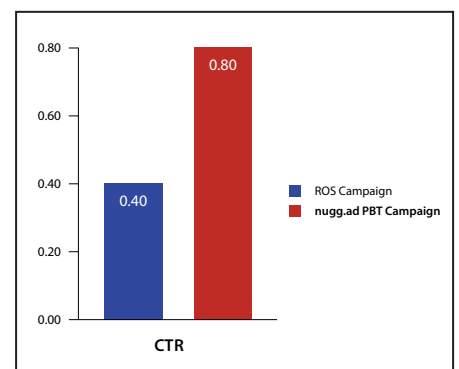
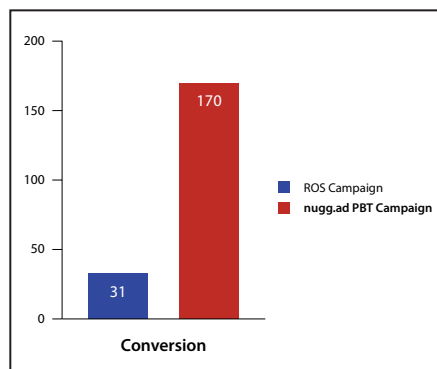
To evaluate the efficiency of the campaign, all relevant steps were recorded and a campaign without targeting was run in parallel. The focus of the evaluation was not the CTR, but rather the conversion rate, defined as actual use of the radio services available on the website.



The evaluation distinguished between users who listened to the streams on radioglob.net immediately after clicking on the billboard, and those who came into contact with the campaign, but chose to use the radio services at a later point in time. Compared to the campaign without targeting, the first group showed an **increase from 19 to 99 conversions**, a significant improvement of **421%**. With the second group it was an even more impressive

448%, where **31 conversions** were achieved without PBT and **170 conversions** with PBT. The CTR itself was raised by 100%.

The results clearly show that the nugg.ad solution not only raises the CTR and immediate conversions, but also that target groups are hit so precisely that they will respond to advertised offers at a later point in time, even without the need for a direct click on the advert.



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