



## Programmatic campaign with customised audience targeting boosts brand impact for bwin

nugg.ad, La Place Media and Cadreon pave the way for Programmatic Branding

**RTB meets advanced brand advertising & targeting technology:** Based on a customised target group model, an online display campaign increased awareness for bwin's X Poker Tour by 38%.

### THE SITUATION

Before the campaign, awareness of the X Poker Tour was comparably low, so bwin decided to run an online campaign via **Cadreon**, the trading desk of the Interpublic Group. In order to address the right audience and thus ensure the campaign's goal of increasing brand awareness efficiently, Cadreon made use of nugg.ad's Brand Audience Targeting.

### AUDIENCE MEASUREMENT & MODELLING

By implementing the nugg.ad pixel in the poker section of bwin's website, simple and effective audience measurement was conducted before the campaign. A **customised audience model** was then created by nugg.ad based on this onsite measurement. This approach also provides bwin with detailed **Target Group Insights**.

### THE CAMPAIGN

Cadreon booked the **private exchange campaign** at La Place Media to ensure the ads ran on **premium websites** - La Place media offers inventory of 150 French major media brands with **30 million monthly unique users** in total. nugg.ad's Brand Audience Targeting allowed Cadreon to deliver the campaign only to users who had a profile matching those modelled from bwin's website. For each impression of the campaign nugg.ad **technology analyses in real-time**, whether a user has a suitable audience profile before any ad is delivered.

### THE BRAND IMPACT MEASUREMENT

To evaluate the campaign results, nugg.ad's **Brand Engagement Measurement** was applied to measure awareness of the bwin X Poker Tour among users with targeted campaign contact and users in the target group without campaign contact. About **600 short surveys** by nugg.ad have been completed to ensure valid market research results. To prove the effectiveness of the targeting solution, Cadreon chose to conduct another flight without any targeting.

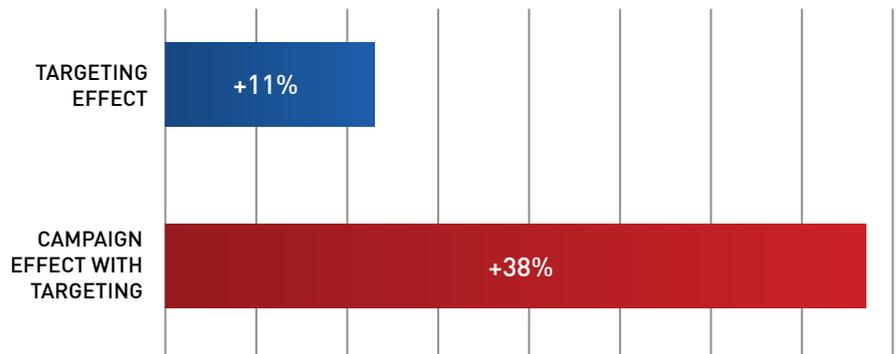


THE RESULTS

The customised Brand Audience Targeting was extremely successful: Awareness was increased by 38% compared to the control group without campaign contact. The increase in awareness by the campaign flight with targeting was 11% higher than the flight without targeting, proving the effectiveness of nugg.ad's Brand Audience Targeting.

But not only the increase in brand impact was a great achievement for the advertiser. bwin also received a very detailed Target Group Insights report by nugg.ad's Audience & Research unit – with comprehensive socio-demographic insights into the target group of the bwin X Poker tour, such as age, income, household and education of the average website users.

INCREASE IN BRAND AWARENESS



	WITHOUT CAMPAIGN CONTACT	WITH CAMPAIGN CONTACT
BRAND AWARENESS	X	+38%
GOAL	Increase brand awareness	
nugg.ad PRODUCTS	Programmatic Premium Solutions, Brand Audience Targeting, Brand Engagement Measurement, Target Group Insights by Audience & Research	
CAMPAIGN/MEDIA	Display ads / in total more than 28 Mio. ad impressions	



“Running programmatic campaigns with nugg.ad’s audience & brand advertising technology is an efficient way to improve effectiveness and offers our clients the opportunity to get incremental brand metrics and insights”



“Cadreon, with a tailor-made combination of nugg.ad technology and La Place Media premium inventory, offers us a new level of audience awareness & efficiency in programmatic branding.

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