



Connect four: Optimedia and nugg.ad optimise contact frequency for E-POSTBRIEF campaign



Deutsche Post is investing in optimised ad exposures for an E-POSTBRIEF campaign – a key building block for efficient online branding: nugg.ad and Optimedia are increasing the proportion of users who have seen the campaign with the ideal level of ad exposures by a factor of more than eight. The comparison was made with a control group in which targeting was not used but conditions were otherwise identical.

CAMPAIGN

The aim was to target as many users as possible aged 20-49, exposing them four times to the campaign. To achieve this, nugg.ad's Frequency Boosting/Capping technology was used. The non-optimised flight had a high number of users who were only exposed to one campaign contact – not enough for significant advertising impact. The eight-week campaign was implemented via three publishers/sales houses. The nugg.ad **Open Targeting Platform™** guaranteed a cross publisher contact class optimisation.

RESULT

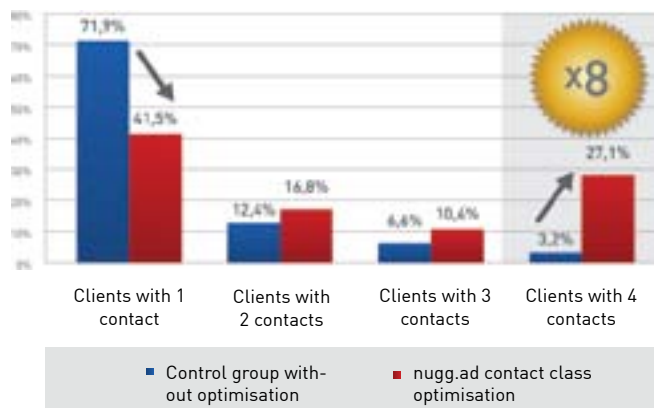
Impressive: the proportion of users receiving the perfect ad exposures of 4 contacts was increased by more than a factor of eight when compared to the control group where no Contact Class Optimisation was present. The number of clients with only one contact could be significantly reduced across all publishers. Results were measured comprehensively, with the evaluation based on over 6 million clients.

FEEDBACK:

nugg.ad provides an effective solution for optimising contact frequency in the target group. We used the unique Frequency Boosting tool to increase user contact dosage significantly and thus create a basis for a significant advertising impact.

Dagmara Greve, Media Supervisor Digital, Optimedia

Ad contact frequency: control group vs. targeting



	CONTROL GROUP	nugg.ad CONTACT CLASS OPTIMISATION
USER PROPORTION WITH OPTIMUM CONTACT FREQUENCY	X	8 x higher
TARGET	Optimisation of media contact numbers: more users with ad exposure of 4 contacts	
PRODUCT	nugg.ad Contact Class Optimisation with Frequency Boosting/Capping on the Open Targeting Platform™	
CAMPAIGN	Wallpaper ads/ad bundle, 13.3 million ad impressions in the space of 8 weeks	

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