



## A campaign success for the best car...

...ever built by OPEL!  
+27% uplift in purchase intent for the OPEL INSIGNIA as a result of nugg.ad's Branding Optimiser on mobile.de

Every detail counts when running an on-line campaign for the "Car of the Year". OPEL was looking for strong partners to kickstart this exclusive campaign. Offering an excellent portfolio mobile.de became the natural choice. The nugg.ad Branding Optimiser was implemented to address specific audiences, ensuring the campaign reached the exact target audience, namely those that intended to buy an OPEL INSIGNIA.

### THE CAMPAIGN

The learning phase was run for the first 9 days, where banners as well as tandem ads were run RoS across mobile.de (without targeting) by the eBay Advertising Group. Concurrently, surveys on brand awareness, affinity and purchase intent, specifically designed for this campaign, were also displayed to randomly selected users.

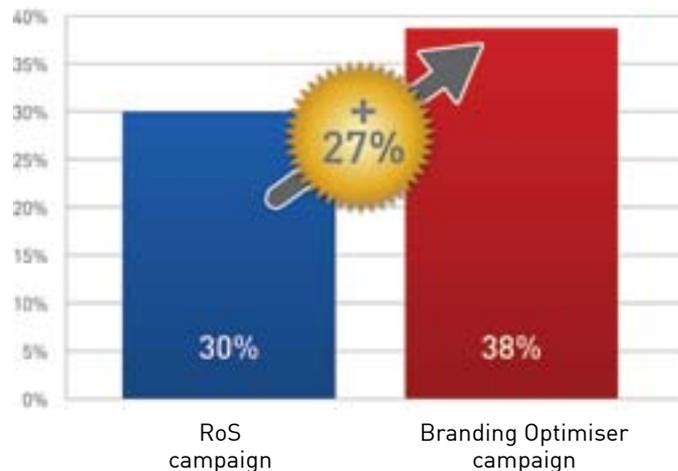
Using this methodology it was possible for nugg.ad's unique Branding Optimiser to identify and model the optimum target group for the OPEL INSIGNIA.

During the remaining 7 weeks of the campaign, delivery was targeted only to those users the models identified as likely to buy the OPEL INSIGNIA.



The result:  
An impressive +27% increase in purchase intention within the optimum number of exposures!

Purchase intention for the OPEL INSIGNIA (users with 2 or more contacts)





Uniquely nugg.ad was in the position to continuously measure through real time market research the campaign success criterion (an increase in the purchase intention) in order to give a valid campaign effect report to **OPEL INSIGNIA**.

The statistically verifiable effects were measured by comparing real-time data, from random delivery with results from users who saw the highly targeted campaign across the premium **mobile.de** portfolio.

### THE RESULT

**OPEL's** original campaign goal was the optimal delivery of 2 million ad impressions to target users likely to buy the **OPEL INSIGNIA**, using the innovative **Branding Optimiser**.

During the eight week campaign, this goal was achieved convincingly. **Intent to purchase increased by 27%** through the use of nugg.ad's Predictive Behavioral Targeting across **mobile.de's** high quality portfolio.

	CONTROL GROUP	TARGETING WITH BRANDING OPTIMISER
BUYING INTENTION	X	<b>+27%</b>
OPTIMUM LEVEL OF EXPOSURE	-	2 or more contacts
CAMPAIGN TARGET	Increasing purchase intent for OPEL INSIGNIA	
PRODUCT	BRANDING OPTIMISER on purchase intent	
RUNTIME	8 weeks	
ADVERTISING MEDIA	banner and tandem ad	



Contact: +49 30 29 38 1999-0 | [consulting@nugg.ad](mailto:consulting@nugg.ad)

More compelling case studies at [www.nugg.ad](http://www.nugg.ad)