



Warner Bros runs online video campaign with SevenOne Media and nugg.ad Smart Data

40% more efficiency based on nugg.ad Brand Audience Targeting

With a premium video campaign at SevenOne Media and nugg.ad's customised Brand Audience Targeting, Warner Bros reaches PlayStation 4 owners with a 40% increase in efficiency.

GOAL

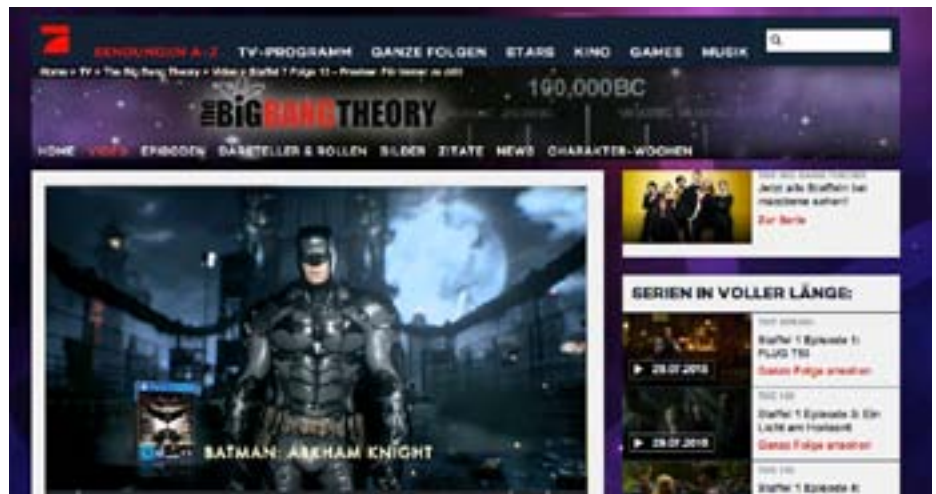
Warner Bros' aim of the online video campaign directed at the game title Batman Arkham Knight was to reach exactly those users, who have a particularly high affinity towards the console PlayStation 4 and own a PS4 console, respectively.

METHODOLOGY

Within SevenOne Media's portfolio, a target group measurement on PlayStation related websites has been conducted in order to reach users with maximum affinity. Hereby, nugg.ad was able to develop a customised target group model to address similar users with high reach through predictive technology. The targeting efficiency was verified by market research surveys (test and control group).

CAMPAIGN

The pre-roll and billboard ads were delivered via SevenOne Media's TV Brands Premium Rotation for four weeks, independent of contextual channels, with a total of 750.000 AIs. One part of the campaign was delivered with nugg.ad Brand Audience Targeting, which determines affine users with high reach in real time, the other part without targeting for control purposes.



RESULT

The campaign at SevenOne Media and the smart nugg.ad technology represent a perfect foundation in order to reach users with high product affinity efficiently. The Brand Engagement Measurement survey revealed an increase of 40% in reaching users who own a PlayStation 4 - and even 75% more users having a PlayStation Plus Account. In addition, the campaign delivered comprehensive target group insights and, thus, was a complete success.

WITH BRAND AUDIENCE TARGETING

40% more PS4 owners were reached within the addressed target group - compared to the control group without targeting

CAMPAIGN EFFICIENCY

+40% with nugg.ad

75% more users with a PlayStation Plus Account were reached within the addressed target group - compared to the control group without targeting

AFFINITY TOWARDS PRODUCT COMMUNITY

+75% with nugg.ad

GOAL	Approach users with high affinity towards the PlayStation 4, based on specific publisher data
nugg.ad PRODUCTS	nugg.ad Brand Audience Targeting & nugg.ad Brand Engagement Measurement
CAMPAIGN	Premium formats at SevenOne Media, 4 weeks pre-roll video and billboard ads

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