



Online display campaign for SOS Children's Village increases willingness to donate by 20%

Swisscom Advertising and the media agency Mediaplus chooses Branding Optimiser technology by nugg.ad

To specifically reach users willing to donate money, Swisscom Advertising deployed nugg.ad's innovative branding technology as part of an online display campaign for SOS Children's Villages, which was realised by the media agency Mediaplus. Compared to users without any campaign contact, the willingness to donate money for the non-profit organisation SOS Children's Villages was significantly increased by up to 20%.

In a data driven approach, nugg.ad's Branding Optimiser technology makes it possible to determine users with a high affinity for certain brands or offers. It also allows Swisscom Advertising's online campaigns to be delivered to the right user, based on a cutting-edge, real-time machine learning method. Next to the improved target group address, advertisers are now able to gain extensive insights into their target group and to precisely measure the success of the campaign.

PRE-TEST LEARNING PHASE

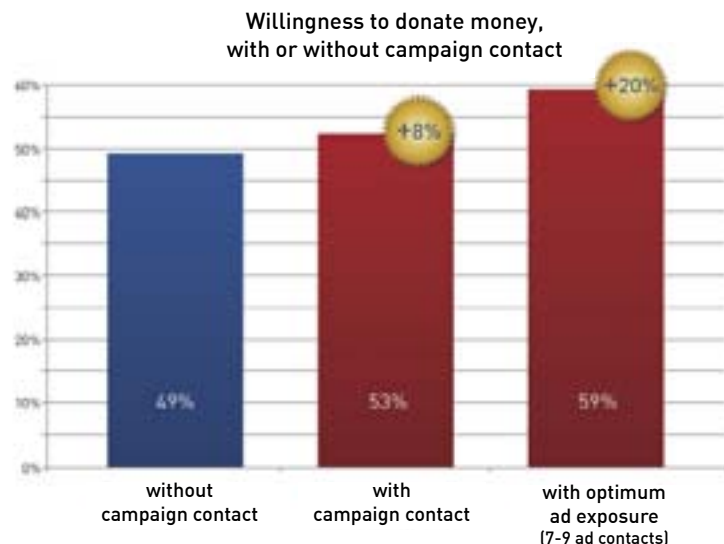
In a pre-test, the willingness to donate money for SOS Children's Villages by means of a short onsite-survey among the various bluewin.ch users was determined, in order to identify the diverse features of the specific SOS Children's Villages target group. With this, a statistical model for a targeted and data protection-compliant addressing of these users who are willing to donate money could be developed.

BRANDING OPTIMISER PHASE

In a data-driven approach, the delivery of advertising content on bluewin.ch was optimised in real-time during the actual campaign period. In this context, a Contact Class Management was employed at the same time, to determine the most efficient advertising exposure. In both phases, a total of more than 2.3 million ad impressions during a period of approximately five weeks were delivered.

RESULTS

Although the willingness to donate money had already been high on bluewin.ch before the campaign, the use of the nugg.ad Branding Optimiser was able to increase it by significant +8% (compared to users without any contact to online ads). The willingness to donate money among users exposed to the ideal ad exposure could even be increased by +20%. Moreover, SOS Children's Villages was able to gain detailed insights into their specific target group and was supplied with a report on advertising recall – an ideal basis to optimise future target group specific campaigns.



GOAL	Increase willingness to donate money
nugg.ad PRODUCTS	Branding Optimiser, Brand Engagement Measurement, Brand User Profile Report
CAMPAIGN/MEDIA	Display ads / 2.3 Mio. Ad Impressions