



From mouse to T.V. remote controller PBT reduces media loss and lowers target group CPM



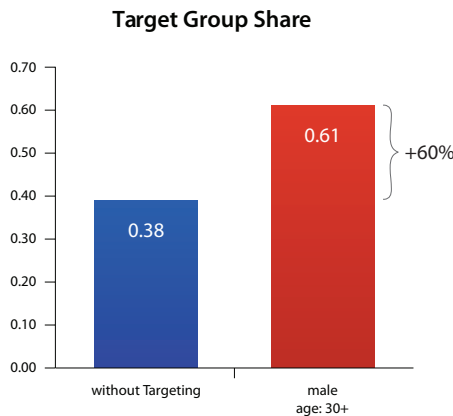
A recent campaign in Norway demonstrated how significantly nugg.ad's Predictive Behavioural Targeting increases online advertising efficiency. Leading global television channel **National Geographic** ran a campaign to raise awareness, reaching their chosen target audiences with PBT, for the programme "Earth Investigated" on one of the major Norwegian online portals SOL.no.

National Geographic defined its ideal target group for the programme in the audience segment men aged 30+. To measure delivery precision in reaching the intended target group, a campaign-specific survey was set-up and targeted asking site visitors of their age and gender. A comparison non-targeted survey was simultaneously set-up and executed for a like-for-like comparison.

During a 4 week period approximately **3000 completed questionnaires** had been collected from users predicted to be in the advertisers intended target group. The final results clearly showed a positive shift in campaign efficiency for National Geographic. **Media loss in the target group "men 30+" was reduced up to 60%** with predictively targeting the advertisers audience group..

In terms of **campaign ROI** an increase in campaign efficiency resulted in a **drastic fall in target-group CPM paid by the advertiser from 43€ down to 27€** for the campaign.

Please visit www.nugg.ad to download a detailed version of this case study.



Target Group: male, age: 30+		Rate Card CPM	Target Group CPM	efficiency
Share Target Group without PBT	38%	150 NOK (16,50€)	395 NOK (43€)	
Share Target Group with PBT	61%	150 NOK (16,50€)	246 NOK (27€)	+38%

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