



Hamburg Mannheimer - Getting more out of clicks

OMS increases target group share by 47% with nugg.ad



Hamburg Mannheimer Insurance began a targeted marketing campaign in 2009 to showcase the strengths of its financial services. An online campaign was realised in collaboration with the leading premium ad network, OMS. The priority was to establish as much visibility as possible within a target group comprised of people interested in finance. The campaign utilised predictive behavioural targeting by nugg.ad.

CAMPAIGN

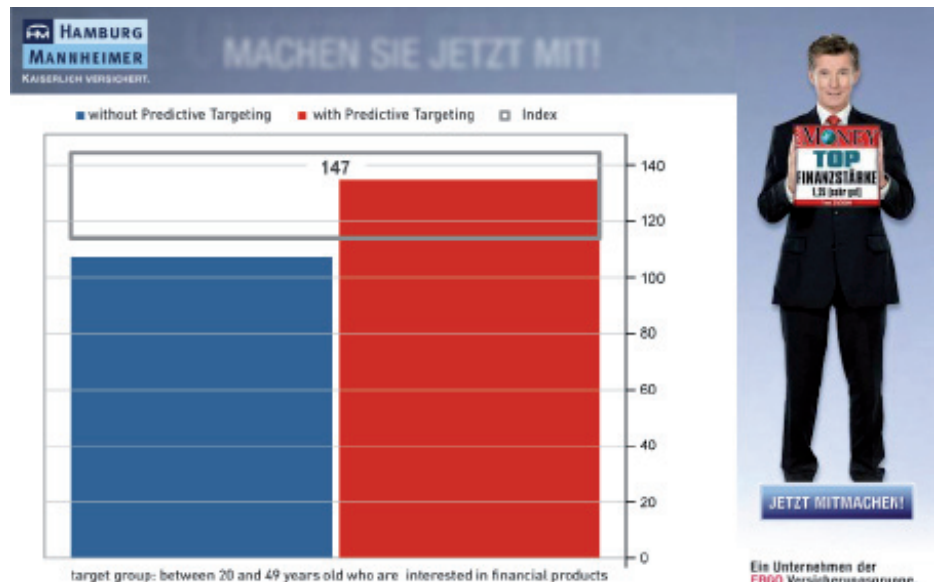
The advertising medium (wallpaper, see fig. 1) linked directly to a campaign-specific landing page. People whose interest was sparked could use this page to obtain detailed information about Hamburg Mannheimer Insurance's financial strength. The specified target group was people between 20 and 49 years old who are family-oriented and interested in financial products. The advertising material was rolled out over a period of three weeks. In order to measure the effectiveness of this target group approach, a run-of-site campaign was launched parallel to the nugg.ad-optimised campaign. The conditions of both

campaigns, including advertising material, placement and time period were identical.

CONCLUSION

Through nugg.ad predictive behavioural targeting, the **target group share was increased by 47%** in comparison with the run-of-site campaign (see fig. 2). Wastage was minimised. There were also positive effects on the **click-through rate**, which rose from 1.73% to 3.66% - an increase of 111%.

"We are enthusiastic about the extent to which predictive targeting increased the efficiency of our campaign on OMS's portfolio. Also, the detailed results that we gained about the target group with the highest click-through rate are very valuable for our marketing efforts," says Iris Hülsmann, Unit Head, PLAN.NET Media Hamburg.



(Fig. 2)

(Fig. 1)

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