

Adconion Media Group

Behavioural Targeting

OVERVIEW

A major international sports apparel retailer engaged with Adconion to continue an educational campaign to introduce a new sports technology. After reviewing Adconion's broad range of media solutions, the client accepted Adconion's proposal to run a Behavioural Targeting campaign over a 4-week period.

BACKGROUND

The client, working through its online agency, engaged with Adconion for a 4-week CPM campaign, using CPC as its primary performance metric. The client wanted to target a custom audience segment and educate them on the company's new technology.

OBJECTIVES

- Communicate the benefits of the company's new technology
- Build and maintain a dialog with consumer around its new technology
- Motivate consumers to visit retail store and drive online website traffic

COMPONENTS

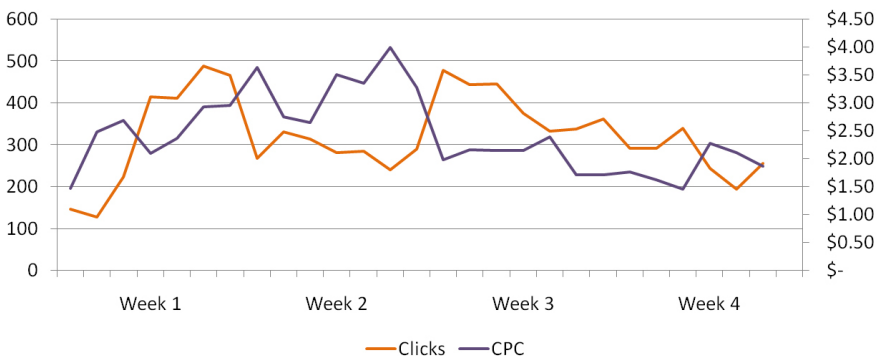
Adconion combined several existing Behavioural Targeting segments and applied a Demographic Targeting overlay to reach the client's custom target audience.

NEXT STEPS

Learn more about Adconion's offerings and what we can deliver for you. Ask your sales representative for additional material or visit our website at: <http://www.adconion.com>

ABOUT US

Adconion is the world's largest independent Audience Network with headquarters in London and offices in Germany, France, the US, Canada and Australia. We deliver interactive media solutions using our proprietary technology that provides better results for premium advertisers and optimal revenue for publishers. Ask for actual client results and judge for yourself.



RESULTS

Adconion was able to deliver a consistent number of clicks from the client's target audience at a CPC rate below the client's expectations. The client re-engaged with Adconion to further leverage our suite of Audience Targeting solutions in order to cost efficiently reach their intended target audience.