



Energetic online advertising!

nugg.ad increases eprimo's brand awareness and consumers' readiness to change providers

axel springer
media impact



Energy discounter eprimo is synonymous with low-price electricity. This award-winning company recently engaged the advertising agency add2 to carry out a targeting campaign across the Axel Springer Media Impact portfolio sites. nugg.ad provided targeting services.

THE CAMPAIGN

The campaign had a dual goal of increasing the company's brand awareness as well as consumers' readiness to change providers. Using targeting solutions, the campaign was to be aimed at a target group which had been defined as over 30 years of age and looking to buy real estate.

nugg.ad Predictive Behavioural Targeting was used over a period of four weeks to deliver the advertising to the defined target group. Through a series of online surveys, nugg.ad Brand Measurement was used to assess the effect of the campaign on the brand recognition and the readiness of users to change providers. To provide a comparative basis for this effect, a further group of users who had had contact with the campaign without targeting were also surveyed.

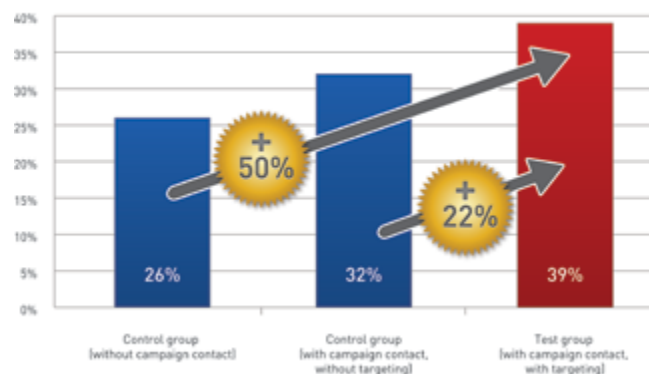
	CONTROL GROUP	PREDICTIVE BEHAVIORAL TARGETING
TARGET GROUP	Over 30, prospective real estate purchasers	
DURATION	4 weeks	
CANPAIGN GOALS	Increases in brand awareness and consumers' willingness to change providers	
BRAND AWARENESS	x	x + 38%
READINESS TO SWITCH PROVIDERS	x	x + 50%

Additional ad elements: 'MIT 200€ WECHSELBONUS UND FREIEM GASENTRICK', 'Jetzt Tarif berechnen:', 'Ihre PLZ: 12000', 'Ergebnis ansehen', 'eprimo der energiediscounter'.

THE RESULTS

The targeting campaign achieved a 38% increase in eprimo's brand awareness and a 50% increase in consumers' willingness to change providers in favour of this low-cost energy discounter – a clear success.

WILLINGNESS TO CHANGE PROVIDERS



Contact
consulting@nugg.ad