



Less Ink, More Brand

Hewlett Packard increases percentage of purchase-ready users by 13 percent with nugg.ad targeting




50% WENIGER DRUCKKOSTEN GEGENÜBER LASERDRUCKERN

MIT DEM HP OFFICEJET PRO.

“50% less in printing costs compared to laser printing” - this is what Hewlett Packard promises with the HP Officejet Pro. To make sure that their campaign on the portfolio of publisher free-Xmedia worked just as effectively as the product itself, Hewlett Packard decided to implement the nugg.ad branding optimiser. The result: a 13 percent increase in the number of users ready to buy the HP Officejet Pro!

CAMPAIGN

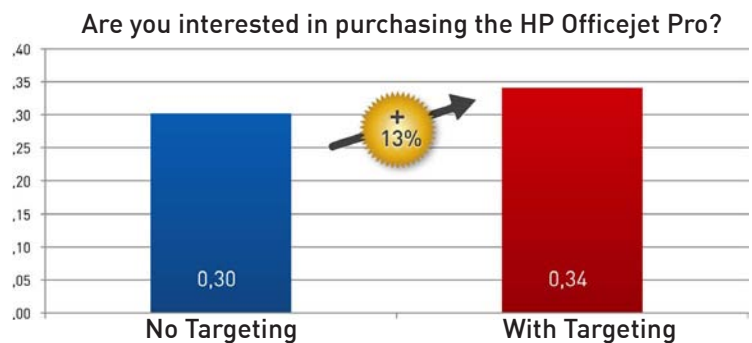
For four weeks, a wallpaper was set up on the whole freeXmedia portfolio. The first phase of this advertising campaign was delivered without targeting. Users who came into contact with the campaign were asked about their interest in purchasing the product through a branding survey. In the second phase, data from phase one which pinpointed the users with an interest in purchasing was applied: only those users who had been determined as having

an interest in purchasing were presented the advertising material in phase two.

CONCLUSION

The results show the effectiveness of the nugg.ad branding optimiser. The brand engagement measurement revealed that the percentage of users interested in purchasing among the group of users presented with the non-targeted campaign was 13 percent higher than that among those users with no targeting campaign contact. In addition, the targeted delivery increased the click rate by more than 20 percent.

Kathrin Siegle, marketing manager of HP Inkjet printers at HP GmbH, speaks about nugg.ad’s effectiveness: “The nugg.ad branding optimiser is just what a strong brand like Hewlett Packard needs. Branding activities in the online sector are becoming increasingly important. nugg.ad’s efficiency and measurability in the field have convinced us”.



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