



nurago reveals that Predictive Behavioural Targeting outperforms classical channel rotation

Achievement report:
up to 168% increase in target group share



Independent market research company nurago GmbH has undertaken a comparative study to explore the performance of nugg.ad technology in comparison to classical channel rotation with respect to growing target group share.

To conduct this study, the product nrg | AudienceProfiles was used. The process involved marking the entire Garnier Men Minerals campaign with a 'cookie'. This marking process was carried out evenly for both nugg.ad targeting as well as in classical channel rotation. The campaign exposure was then measured in a large Online Access Panel. The results were unambiguous, showing the use of nugg.ad targeting produced an increase of 168% in the reach of the target group.

CAMPAIGN

To ensure a fair comparison, the entire Garnier Men Mineral campaign (made up exclusively of video advertising) was divided into two identical campaigns. The first was marked with the Predictive Behavioural Targeting of nugg.ad, and the second was delivered using a standard run of channel campaign, in channels that were predisposed to the demographic grouping.

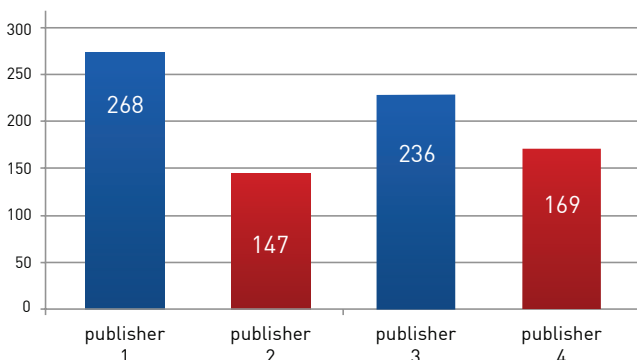
Both campaigns were delivered in the portfolio of four leading German publishers to the predefined target group of men aged 20-39 years. The total volume of the video advertisements (Pre-Roll, Mid-Roll, Video Interstitial) amounted to approximately 9 million ad impressions.

RESULT

Nurago's final analysis of the target group reach of both campaigns produced clear results. Through the use of nugg.ad's Predictive Behavioural Targeting a 168% increase in the target group reach was achieved in comparison to the untargeted channel rotation.



nugg.ad increases in target group share (index figures)



	CLASSIC CHANNEL ROTATION	nugg.ad TARGETING
TARGET GROUP SHARE	x	up to +168%
CAMPAIGN GOAL	Comparison of effectiveness in reaching target groups: nugg.ad vs. classic channel rotation	
TARGET GROUP	Men aged 20-39	
DURATION	4 weeks	
VOLUME & ADVERTISING	Approx. 9 million ad impressions: pre-roll, mid-roll, video interstitial	

contact
+44 (0) 2031 785 087 | uk@nugg.ad