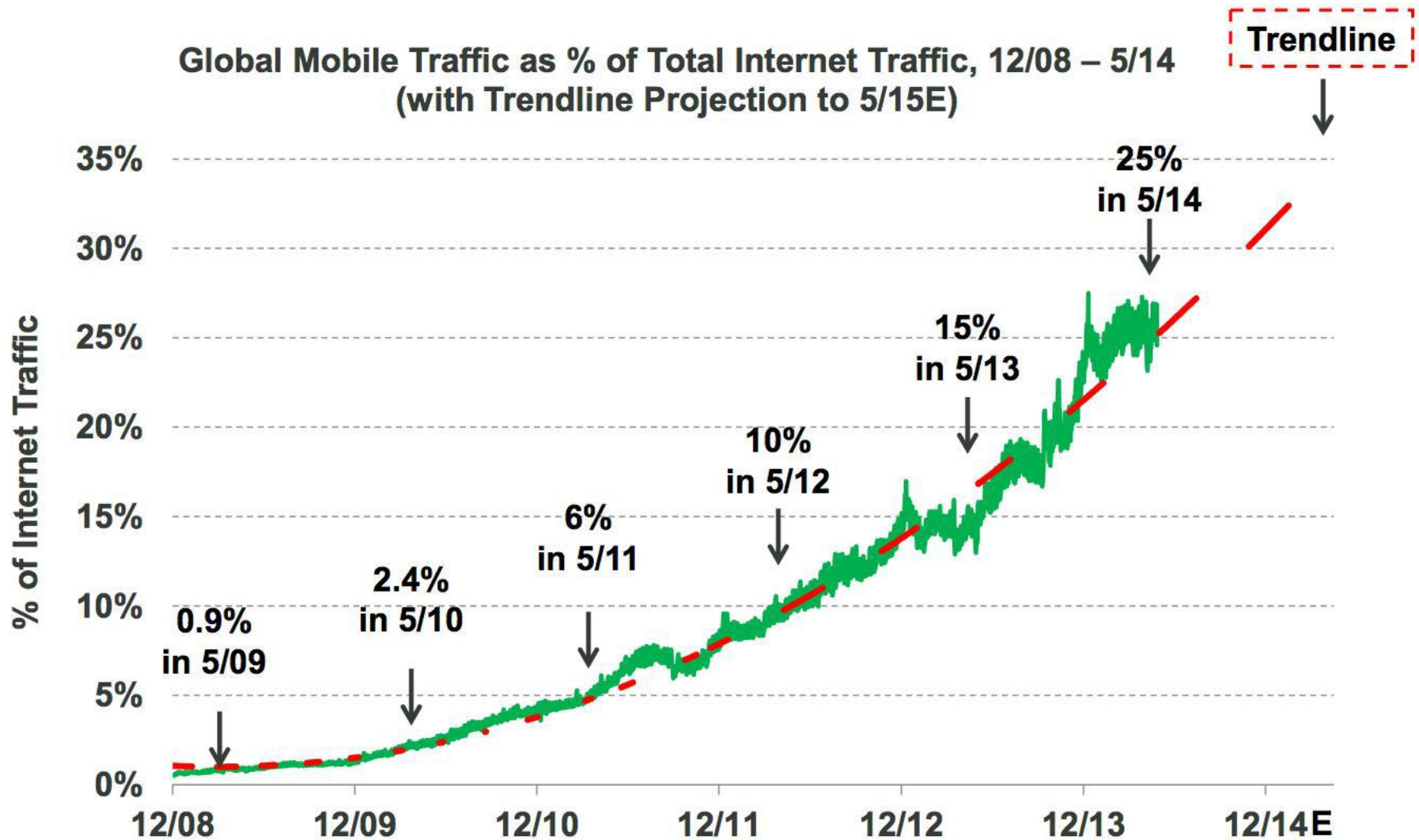


A hand holding a black smartphone. The screen displays a mobile survey form. At the top, the status bar shows 'Telekom.de 3G 09:48'. Below that, the browser address bar shows 'survey.nuggad.net/mob'. The survey form has a title 'Mobile survey' and a 'Google' search button. The first question is 'Sind Sie ...' with two radio button options: 'Männlich' (selected) and 'Weiblich'. The second question is 'Wie alt sind Sie?' with a slider control set to '30'. At the bottom of the screen, there are navigation icons: a back arrow, a share icon, a bookmark icon, and a refresh icon.

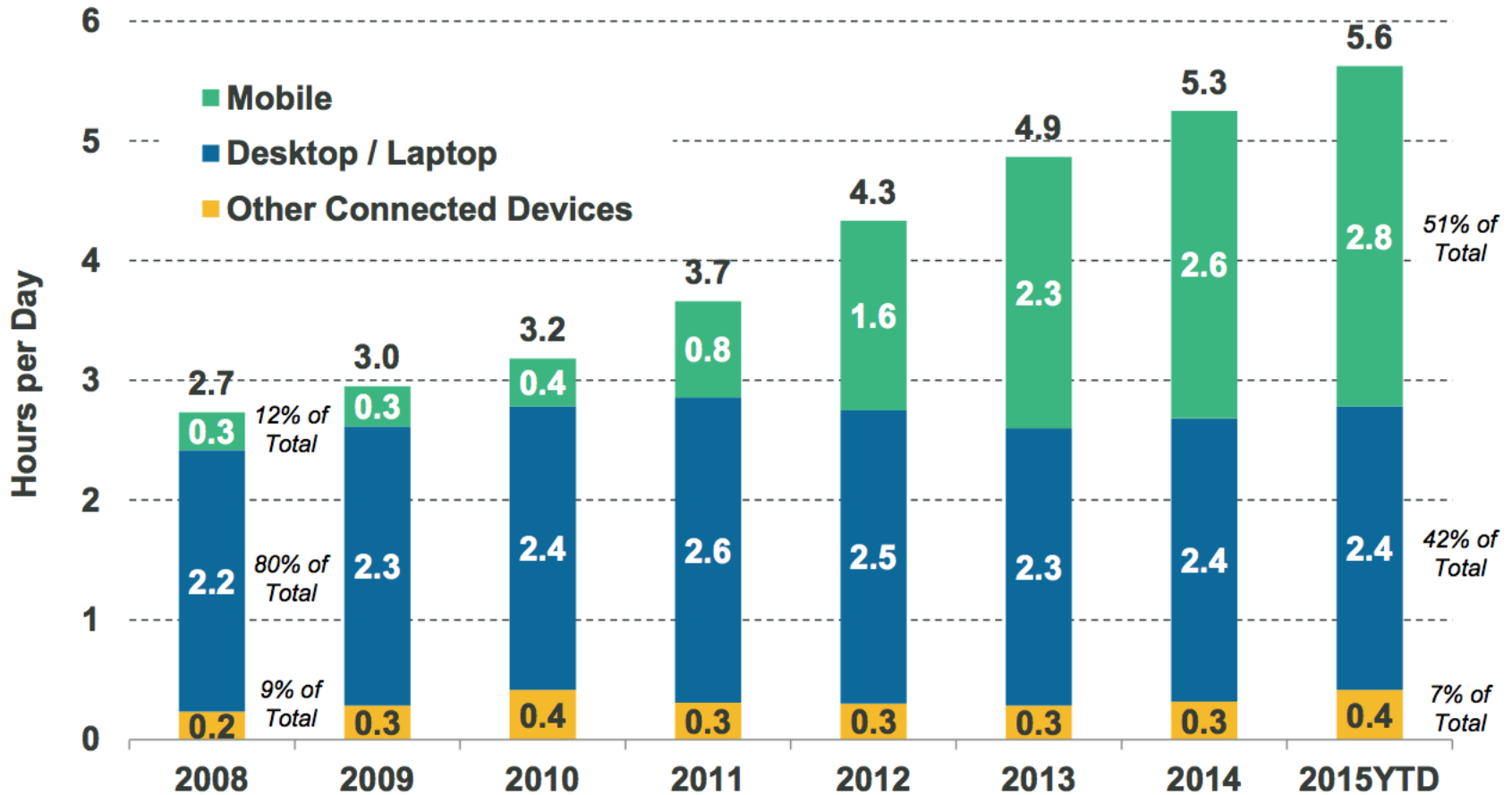
Reaching the right audience
Why Targeting is even more important on Mobile.

MOBILE TRAFFIC WILL OVERTAKE SOON



SOON: INTERNET USAGE = MOBILE USAGE

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD



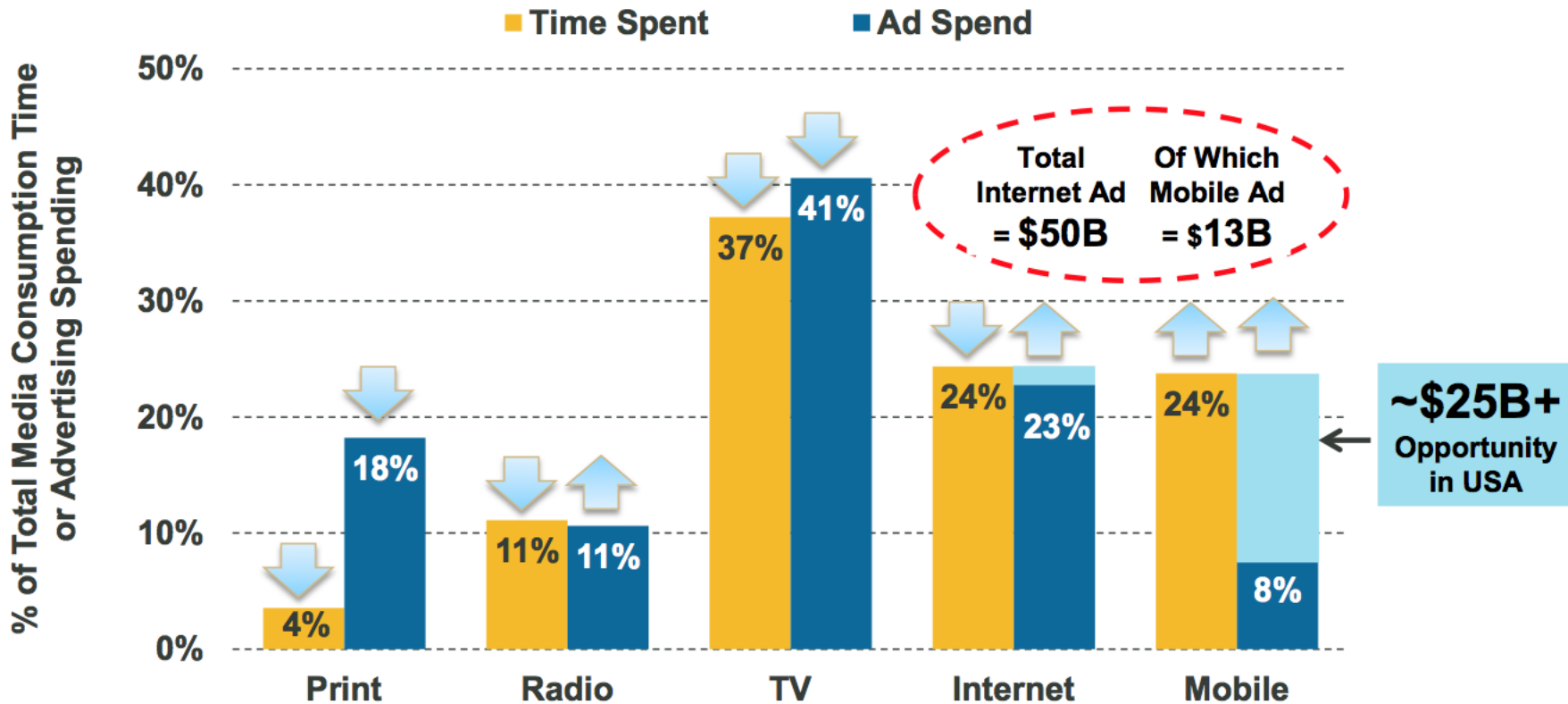


What's wrong with this guy?

THAT'S WHY WE NEED SMARTER MOBILE ADVERTISING

IT IS REALLY HARD TO MONETIZE MOBILE

% of Time Spent in Media vs. % of Advertising Spending, USA, 2014







"Joko gegen Klaas" in der Nachlese

Duell um die Welt: Bei diesem Selfie packte Joko die Panik

Aktualisiert am Sonntag, 23.11.2014, 09:01 - von FOCUS-Online-Autorin Laura Gaida

Teilen 5 Twittern 15 +1 0 X 0 ***** 0



ZUM THEMA

Es war ihre letzte TV-Schlacht für dieses Jahr. Die Entertainer Joko und Klaas stellten sich im „Duell um die Welt“ erneut ihren Urängsten. Doch war es ausgerechnet ein Selfie, das Joko das Leben zur Hölle machte. Klaas' fieser Streich im Protokoll.

Das Wetter für Deutschland
Vorhersage, Wetterlage und
Wetterwarnungen

amazon.de

Samsung UE50H6270 126 cm (50 Zoll) ...
€599,00

heine 15€ Gutscheine bis 27.11.

49,90 € ASHLEY BROOKE Rundhalspullover, weisse, Damend, Gr.	69,90 € Guido Maria Kretschmer Pulloverbluse	39,90 € B.C. BEST CONNECTIONS Langarmjacke
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Zum Shop

Kino & TV

Dschungelcamp Filmstarts

Jetzt am Kiosk und digital:

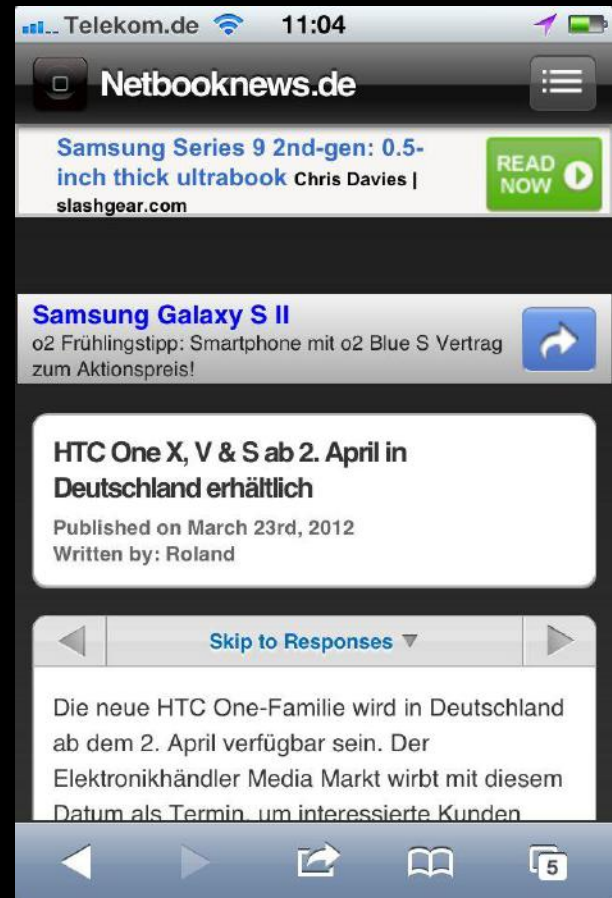
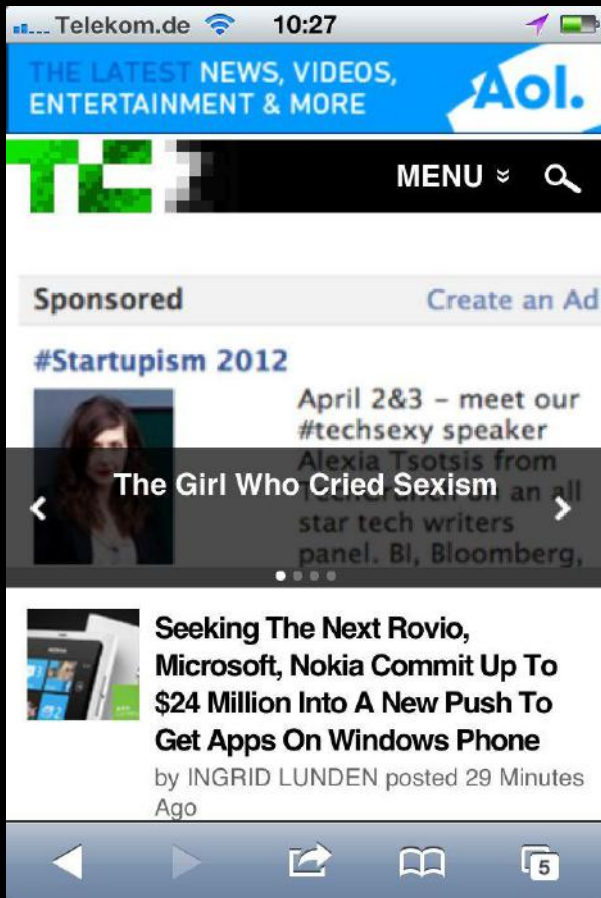
Wie Microsoft Google und Apple angreift

Toyota Mirai - Testfahrt in die Zukunft

Das Entscheidende im

The Mobile Ad Dilemma

**A MOBILE AD IS EITHER
INEFFECTIVELY TINY ...
OR ANNOYINGLY BIG**





← Keine Treffer ↻

ebay Geld verdienen mit eBay
ERFAHREN SIE MEHR



Leider hat 'Shazam' keine Treffer zu deiner Musik gefunden.

Shazam identifiziert nur Musikaufnahmen. Gesang, Summen oder Live-Auftritte werden nicht getaggt.

Stelle sicher, dass sich dein Telefon nahe genug an der Tonquelle befindet. Die Musik sollte in normaler Lautstärke



Kostenlos einstellen!
Sagen Sie nicht, wir hätten Sie nicht gewarnt

Starten Sie den Verkauf durch den eBay-App und sehen, wie einfach es ist, Produkte zu verkaufen und Geld zu verdienen ist.

*Bedingungen der Preisaktion
Für private Verkäufer mit Wohnsitz in Deutschland
*Für bis zu 100 Auktionen pro Kalendermonat

**ANWENDUNG
HERUNTERLADEN**

This image shows the same mobile app interface as the left one, but with additional text and a red button. The text is in German and promotes the ease of selling on eBay. The woman and the Euro banknotes are also present, but they are positioned lower in the frame, with a large pile of banknotes at the bottom.





"Joko gegen Klaas" in der Nachlese

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Zum Shop

Kino & TV

Dschungelcamp Filmstarts

Jetzt am Kiosk
und digital:



Wie Microsoft
Google und Apple
angreift

Toyota Mirai -
Testfahrt
in die Zukunft



SPOT THE DIFFERENCE!



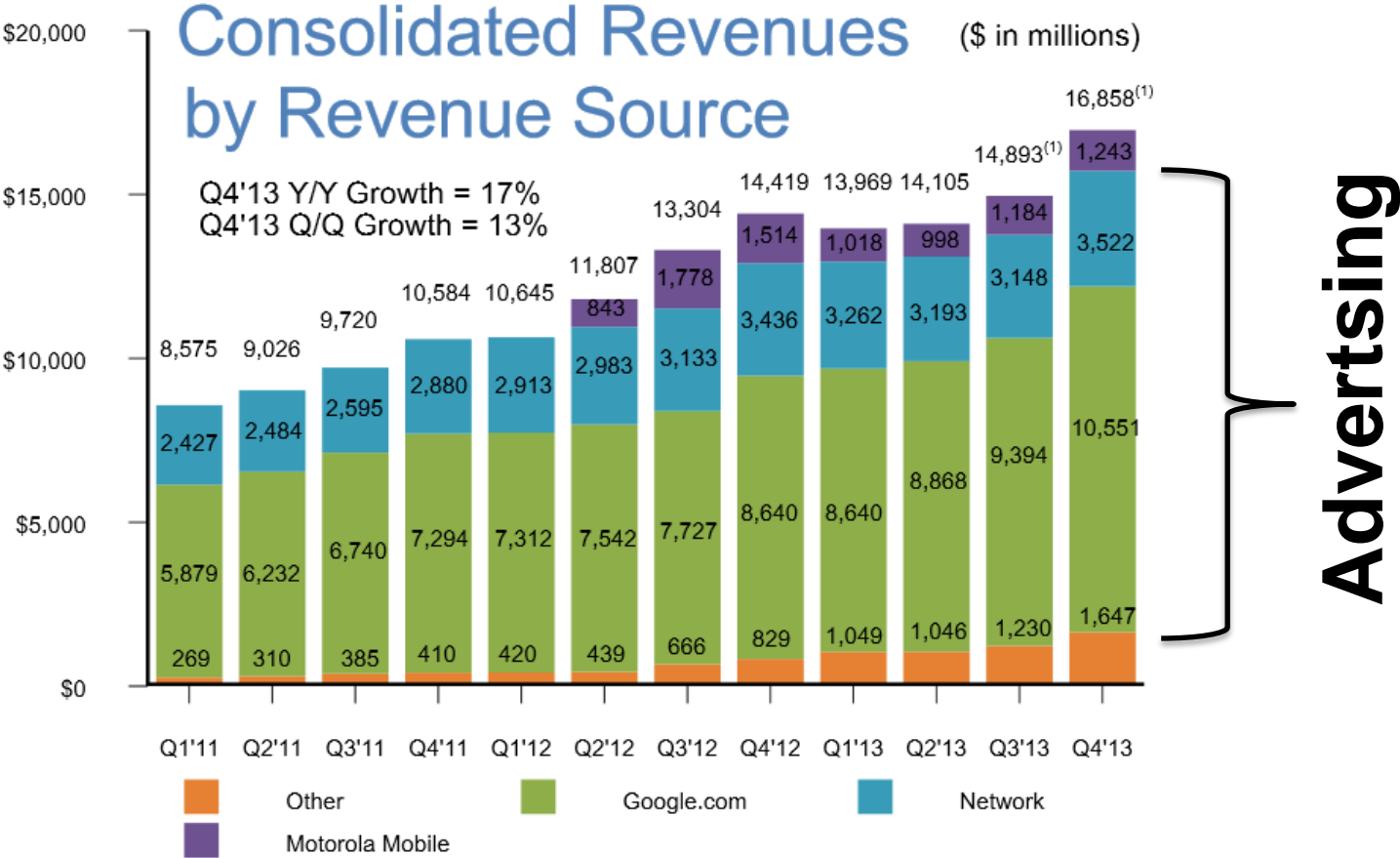
GREAT!
NO ADVERTISING ON THE WEB!



**BUT WE NEED
ADVERTISING ...**

**BECAUSE
ADVERTISING
POWERS THE WEB**

WHERE THE MONEY COMES FROM



THE ONLY WAY OUT

The Mobile Ad Dilemma

...

1

PLACING ADS MORE **SELECTIVELY!**

2

PLACING ADS MORE EFFECTIVELY!



In Other Words

USE **TARGETING!**

A large, diverse crowd of people is seated in stadium bleachers. Many individuals are wearing red and white team jerseys, some with "WILDS" or "WILDCATS" visible. The crowd is dense, filling the frame from the foreground to the background. The text "Reaching your real target audience" is overlaid in white on a dark semi-transparent background at the top of the image.

Reaching your
real target audience

Wasted impressions



Target





nugg.ad

nugg.ad is a company of
Deutsche Post DHL Group

Wasted impressions



Target



Predictions are available for each user

– based on extrapolated survey data and surfing behaviour

BEHAV. TARGETING

4 – 5 affinities

- Automotive
- Finance
- Travel
- Tele. com
- ...

PREDICTIVE TARGETING

4 demographic variables

- Gender
- Age segment
- Household income
- Household leadership
- ...

Available from the first visit of a user.

REACHING TARGET GROUPS ON MOBILE EFFECTIVELY

Our Mobile Solutions offer:

- **Mobile targeting campaigns with proven technology from the market leader**
- **Highly relevant, standardised socio-demographic segments and product interests for advertisers**
- **Easy implementation on mobile sites**
- **Mobile Audience Analytics with detailed target group information**

Your Benefits:

- **New potential sales, targeting products and higher CPMs for publishers**
- **More effective campaigns for advertisers**



NO HAIR DYE, NO COLORFUL SNEAKERS, NO COREGA TABS FOR MARKUS



EVERYTHING IS FINE. EVERYONE IS HAPPY.



nugg.ad

nugg.ad is a company of
Deutsche Post DHL Group

BACKUPS

TARGETING WORKS!

CASE STUDY TOYOTA: BRAND IMPACT OPTIMISATION



CAMPAIGN GOAL:
Increase brand impact in
two target groups in France

CAR BUYERS / 25-64 years / high
income

LOHAS / 25-64 years / high income



CASE STUDY TOYOTA: BRAND IMPACT OPTIMISATION



CAMPAIGN:

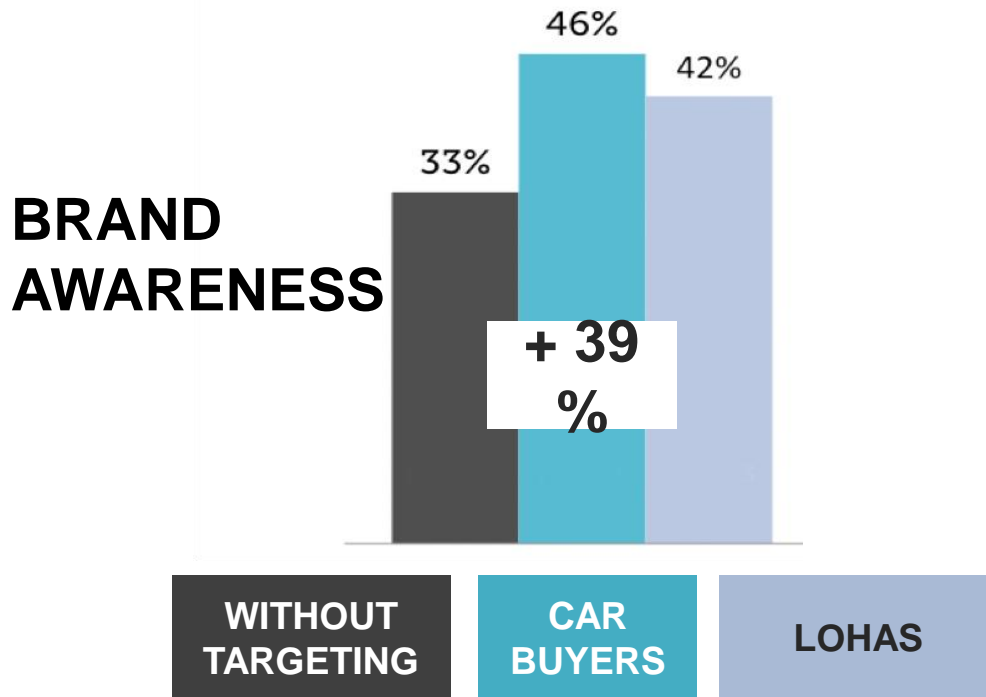
100% Online Video at TF1 / 2.0 Mio. Ais

APPROACH:

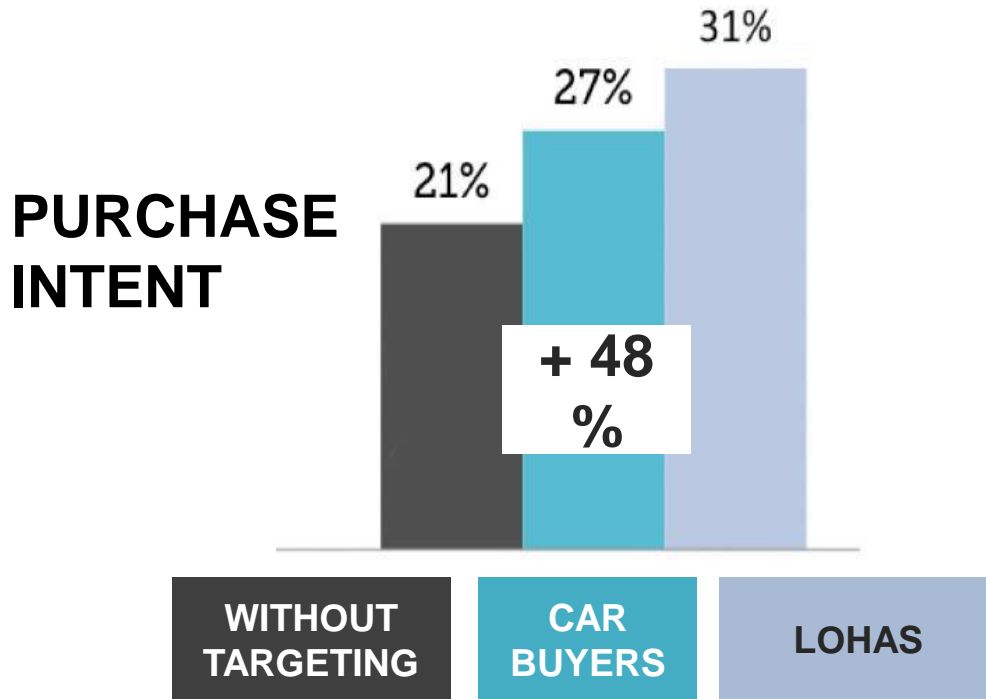
nugg.ad Predictive Audience Targeting
+ Brand Engagement Measurement



CASE STUDY TOYOTA: RESULTS



CASE STUDY TOYOTA: RESULTS



CASE STUDY PLAYSTATION: CUSTOMISED BRAND AUDIENCE TARGETING



GOAL:

Reach owners of a PlayStation 4 with maximum reach, based on brand focused publisher data



SevenOne
Media



nugg.ad

nugg.ad is a company of
Deutsche Post DHL Group

CASE STUDY PLAYSTATION: CUSTOMISED BRAND AUDIENCE TARGETING

APPROACH:

1. Target group measurement on SevenOne's PlayStation related websites

2. Customised target group model to address PlayStation 4 owners with maximum reach

3. Efficiency evaluation of the video campaign in comparison to a non data-driven flight



SevenOne
Media



nugg.ad

nugg.ad is a company of
Deutsche Post DHL Group

CASE STUDY PLAYSTATION: RESULTS

+40% MORE PS4-
OWNERS
HAVE BEEN MEASURED
IN THE ADDRESSED
AUDIENCE + AS WELL AS
AN INCREASE OF +75% IN
AFFINITY

WITH BRAND AUDIENCE TARGETING

CAMPAIGN EFFICIENCY
+40% with nugg.ad

AFFINITY TO PRODUCT COMMUNITY
+75% with nugg.ad



SevenOne
Media



nugg.ad

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CASE STUDY PAYPAL: TV/ONLINE CROSS-SCREEN TARGETING



GOAL

Increase:

- Net reach
- Ad recognition
- Brand Impact



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Deutsche Post DHL Group

CASE STUDY PAYPAL: TV/ONLINE CROSS-SCREEN TARGETING

CAMPAIGN:

- Integrated TV-/online-video campaign
- nugg.ad & VivaKi X-Cross approach to optimise net reach
- Single source Media Efficiency Panel / GfK
- +
nugg.ad's smart real-time technology
- Unified target group: 18-49 Jahre



CASE STUDY PAYPAL: RESULTS

NET REACH

89% (+8%)

AIDED AD RECALL

62% (+9%)

SHARE OF ONLINE-VIDEO-ONLY CONTACTS

+38,8%

BRAND-KPI: TRUSTABILITY

+18%

„As an advertiser, we do not only need to be present in online media but it is our goal to synchronise the channels in a best possible way in order to optimally distribute our brand message. With X-Cross, we were able to increase the efficiency.“

Anja Urlichs, Head of Marketing PayPal Germany



nugg.ad is a company of
Deutsche Post DHL Group

CASE STUDY BWIN: PROGRAMMATIC BRAND AUDIENCE TARGETING



GOAL:

- Increase awareness for bwin's X Poker tour with display campaign
- Using nugg.ad's Brand Audience Targeting technology for more effectiveness & insights

 **LAPLACE MEDIA**
audience premium en temps réel

bwin

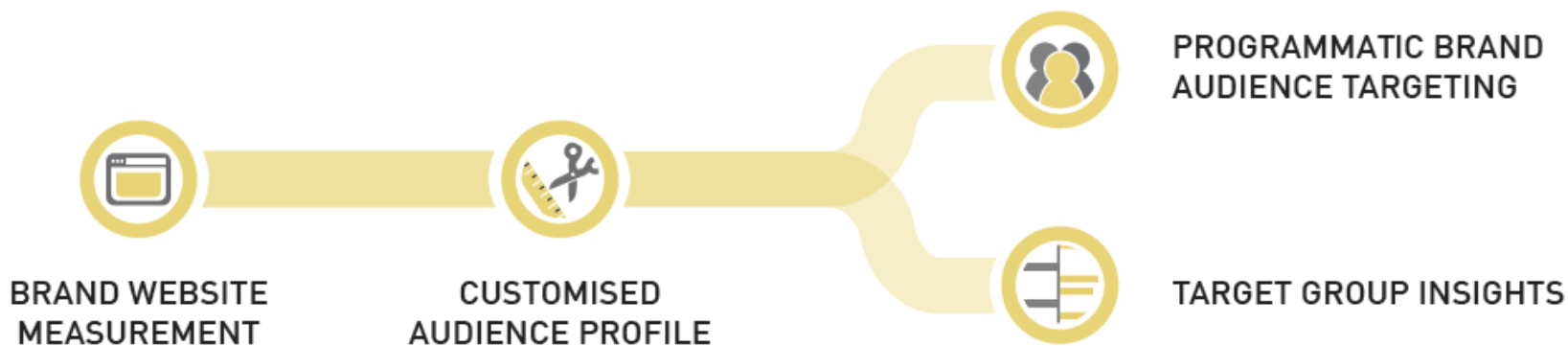
CADREON

 **nugg.ad**

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CASE STUDY BWIN: PROGRAMMATIC BRAND AUDIENCE TARGETING

THE APPROACH:



LAPLACEMEDIA
audience premium en temps réel

bwin

CADREON

 **nugg.ad**

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CASE STUDY BWIN: PROGRAMMATIC BRAND AUDIENCE TARGETING

**THE RESULT: STRONG INCREASE IN BRAND AWARENESS
AND EXTENSIVE TARGET GROUP INSIGHTS**

BRAND AWARENESS:



Cadreon offers us a new level of audience targeting efficiency in programmatic branding – with a tailored audience solution by nugg.ad in combination with La Place Media premium inventory.

CASE STUDY DE CECCO: BRAND AWARENESS & SALES IMPACT



PBT.NETWORK



GOAL:

Increase brand awareness
for De Cecco pasta in
Denmark

CASE STUDY DE CECCO: BRAND AWARENESS & SALES IMPACT



PBT.NETWORK

CAMPAIGN:

- An online only campaign across leading Danish Publishers: 6 Mio. ad impressions
- Branding Optimiser: nugg.ad machine-learning technology based on market research to identify & target the audience
- Evaluation by TNS Gallup

Dear User,

we would like to ask you three questions:

Do you know De Cecco pasta?

Yes No

Do you use De Cecco pasta?

Yes No

Would you buy or try De Cecco pasta?

Yes No

submit

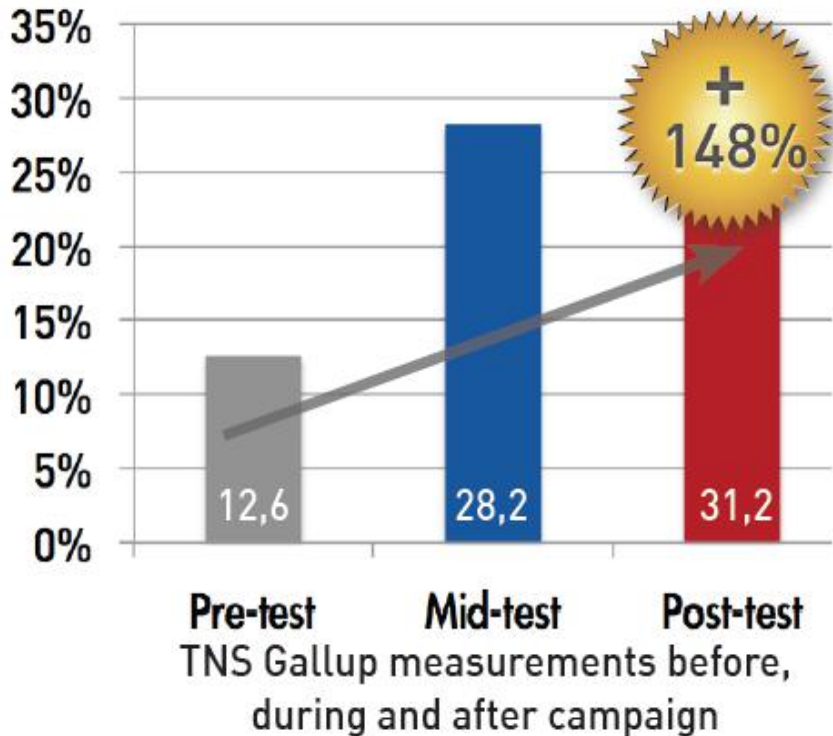
powered by nugg.ad

CASE STUDY DE CECCO: RESULTS



PBT.NETWORK

AIDED BRAND AWARENESS

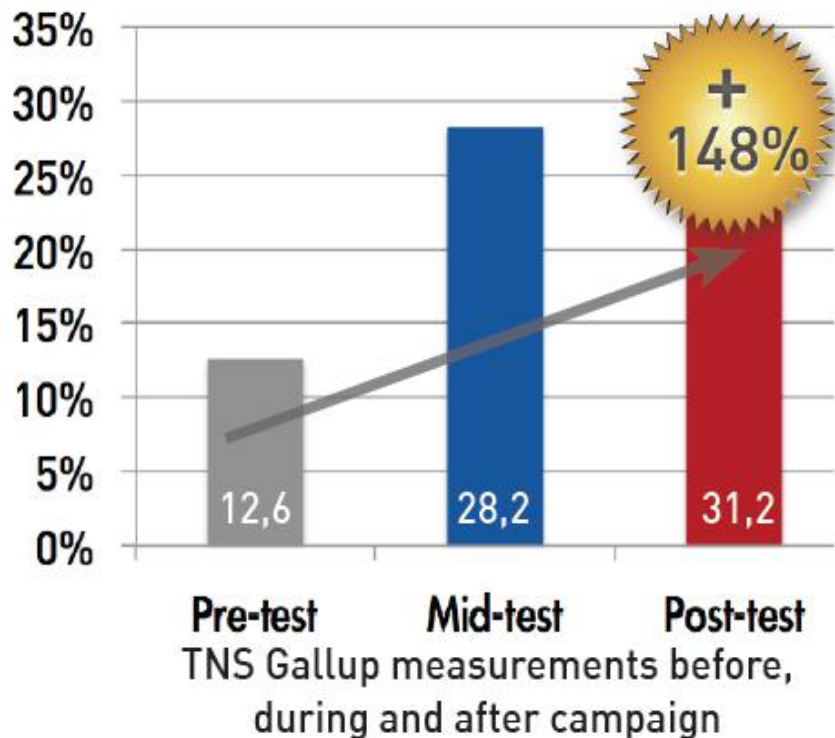


CASE STUDY DE CECCO: RESULTS



PBT.NETWORK

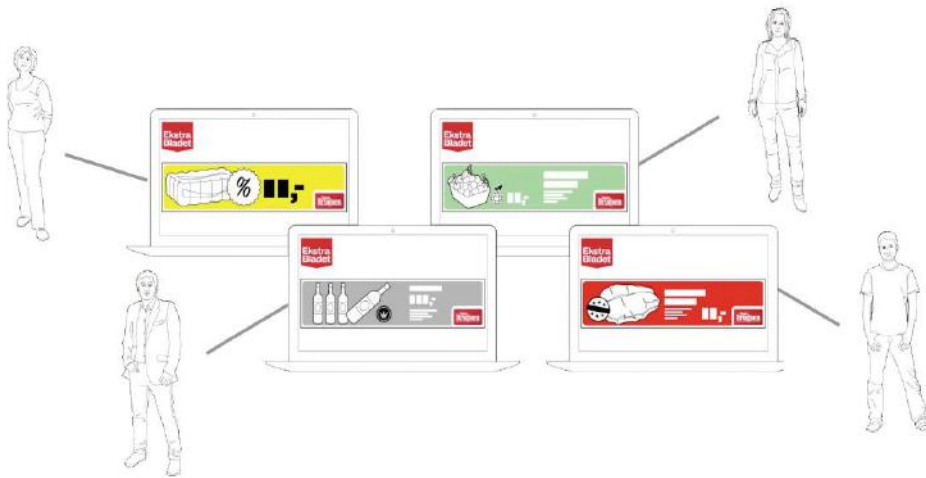
AIDED BRAND AWARENESS



GROWTH IN SALES DEVELOPMENT



CASE STUDY SUPER BRUGSEN: CUSTOMISED CONSUMER TARGETING



GOAL

Addressing individual consumer segments based on anonymised shopping & user data

Super
Brugsen

**Ekstra
Bladet**

CASE STUDY SUPER BRUGSEN: CUSTOMISED CONSUMER TARGETING

APPROACH:

1. nugg.ad's data science experts analysed shopping meta data & online data from Super Brugsen

2. Data fusion with digital audience segments from nugg.ad (shopping preferences & socio-demographic data)

3. nugg.ad machine learning technology analysing segments in real-time on the Ekstra Bladet website

Super
Brugsen

Ekstra
Bladet

CASE STUDY SUPER BRUGSEN: RESULTS

Research by TNS Gallup – targeted ad contact vs. users without campaign contact:

AD AWARENESS
+48%

AD RECOGNITION
+78%

INSTORE SHOPPERS
+ ~ 50%



TNS Gallup



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CASE STUDY SONNENKRAFT: INDIVIDUAL AUDIENCE TARGETING



GOAL:

Increase campaign performance / generate leads to win new clients



SEITENWIND^{TSPM}

adscale 



nugg.ad is a company of
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CASE STUDY SONNENKRAFT: INDIVIDUAL AUDIENCE TARGETING

CAMPAIGN:

- Display adbundle campaign through the sales house adscale
- 4 weeks with 6.2 Mio. ad impressions
- Target Group Insights measurement
- Approaching prospects with customised nugg.ad Brand Audience Targeting



SEITENWIND^{TSPM}

adscale



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CASE STUDY SONNENKRAFT: INDIVIDUAL AUDIENCE TARGETING

APPROACH: nugg.ad TARGET GROUP INSIGHTS & BRAND AUDIENCE TARGETING

1. Target group measurement on the Sonnenkraft.de website + gaining detailed Target Group Insights



2. Development of a specific target group model to reach prospects effectively



3. Approaching prospects in real-time with nugg.ad's customised Brand Audience Targeting



CASE STUDY SONNENKRAFT: RESULT

WITH BRAND AUDIENCE TARGETING

Campaign performance (CTR) with nugg.ad
Brand Audience Targeting in comparison to a
RON campaign without targeting

CAMPAIGN PERFORMANCE

+233% with nugg.ad

“With nugg.ad’s customised targeting, we benefit from a highly effective approach to reach new customers. Therefore, we continuously run online campaigns with Brand Audience Targeting in cooperation with adscale and seitenwind – to increase the impact of our digital campaigns.”
Kurt Frischengruber (SONNENKRAFT, Director Marketing International)

CASE STUDY PEUGEOT: FACTUAL INTENT DATA



Campaign Goals:

- Minimisation of Cost per lead
- Increase leads



nugg.ad is a company of
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CASE STUDY PEUGEOT: FACTUAL INTENT DATA

Campaign: Display Ads, cross-publisher, 4 weeks

Target group: User, who intend to buy a mini van / bus or estate car

Infrastructure: nugg.ad Data Management Platform with high quality intent data via data exchange + nugg.ad Open Targeting Platform



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CASE STUDY PEUGEOT: FACTUAL INTENT DATA

Cost per Lead: – 27 per cent

in comparison to average campaigns (incl. costs for data)

Conversions: + 7,9 per cent points

higher conversion rate



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nugg.ad

KONTAKT:

nugg.ad predictive behavioral targeting

Markus Breuer

Director Mobile & Emerging Channels

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+49-170.80.72.356

SOURCES

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Smile (by <https://www.flickr.com/photos/flickrohit/>
under Creative Commons license (CC) <https://creativecommons.org/licenses/by-sa/2.0/>)