DATA

DATA: THE CORNERSTONE
OF DIGITAL ADVERTISING

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EUROPE'S AUDIENCE EXPERTS

nugg.ad

- Europe's largest targeting platform
- Since 2010 nugg.ad is a company of Deutsche Post DHL
- Co-operation with major European publishers/
  media owners, programmatic platforms & media agencies

OSLO

COPENHAGEN

HAMBURG

LONDON

AMSTERDAM   BERLIN   WARSAW

COLOGNE

PARIS

HOW TO GET THE **BEST VALUE** OUT OF DATA?

KEY QUESTIONS:

What kind of data can we get?
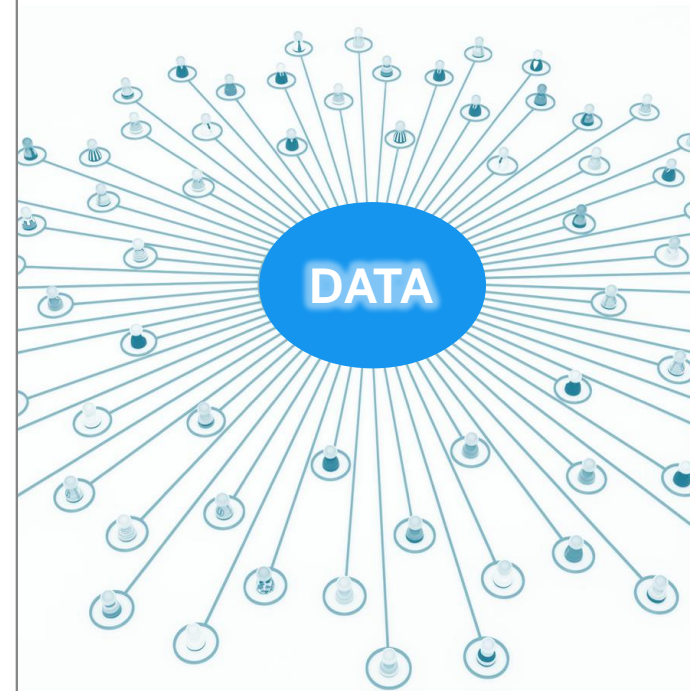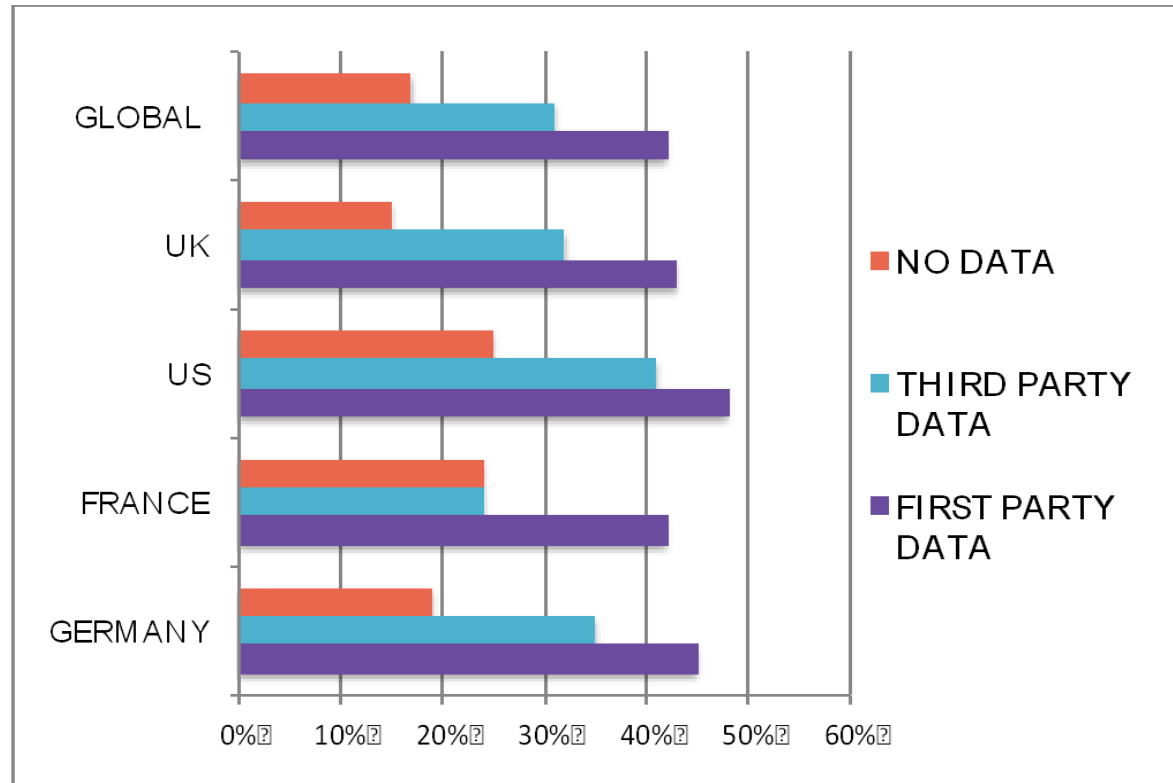
What do we need for that ?

How we should use data ?

"WHAT PROPORTION OF YOUR AD PLANNING & BUYING IS BASED ON DATA?"

Bar chart showing proportions for GLOBAL, UK, US, FRANCE, GERMANY with categories NO DATA, THIRD PARTY DATA, FIRST PARTY DATA. X-axis: 0% 10% 20% 30% 40% 50% 60%

Econsultancy: Online Advertisers Survey Report 2013

AUDIENCE DATA:
THE CORE OF DIGITAL ADVERTISING

What kind of data can we get ?

1st party

3rd party

2nd party

STANDARDISED AUDIENCES WITH
HIGH REACH BEYOND CHANNEL LEVEL

COMBINABLE SEGMENTS

Socio-demographics
– Age
– Gender
– Income
– Education level
– ...

Consumer behaviour/attitudes:
– Planning to move
– Shopping preferences
– Product preferences
– Planning to buy a car
– ...

Product interests
– Beauty / Care
– Consumer electronics
– Investment / Funds
– Fashion
– ...

Affinities
– Entertainment
– Lifestyle
– News
– Economy
– ...

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KEY QUESTIONS:

What kind of data can we get?

What do we need for that ?

How should we use data ?

WHAT DO YOU NEED FOR THAT?
INTELLIGENT REAL-TIME TECHNOLOGY.

40.000.000.000
PREDICTIONS
PER MONTH

1.000.000
DATA POINTS
PER SECOND

MACHINE LEARNING

MORE THAN 70 DATA POINTS PER USER

LIVE CLASSIFICATION

nugg.ad   **REAL-TIME AUDIENCE TECHNOLOGY**

European Privacy Seal
DE-090007 / Valid till 2014-02
interim requirements met
EUROPRISE

edaa
certified

WINNER
research awards 2013
CATEGORY CONSUMER
ATTITUDES AND BEHAVIOUR

DBM
AWARDS 2013
Innovation In Insight-Driven Mobile Marketing
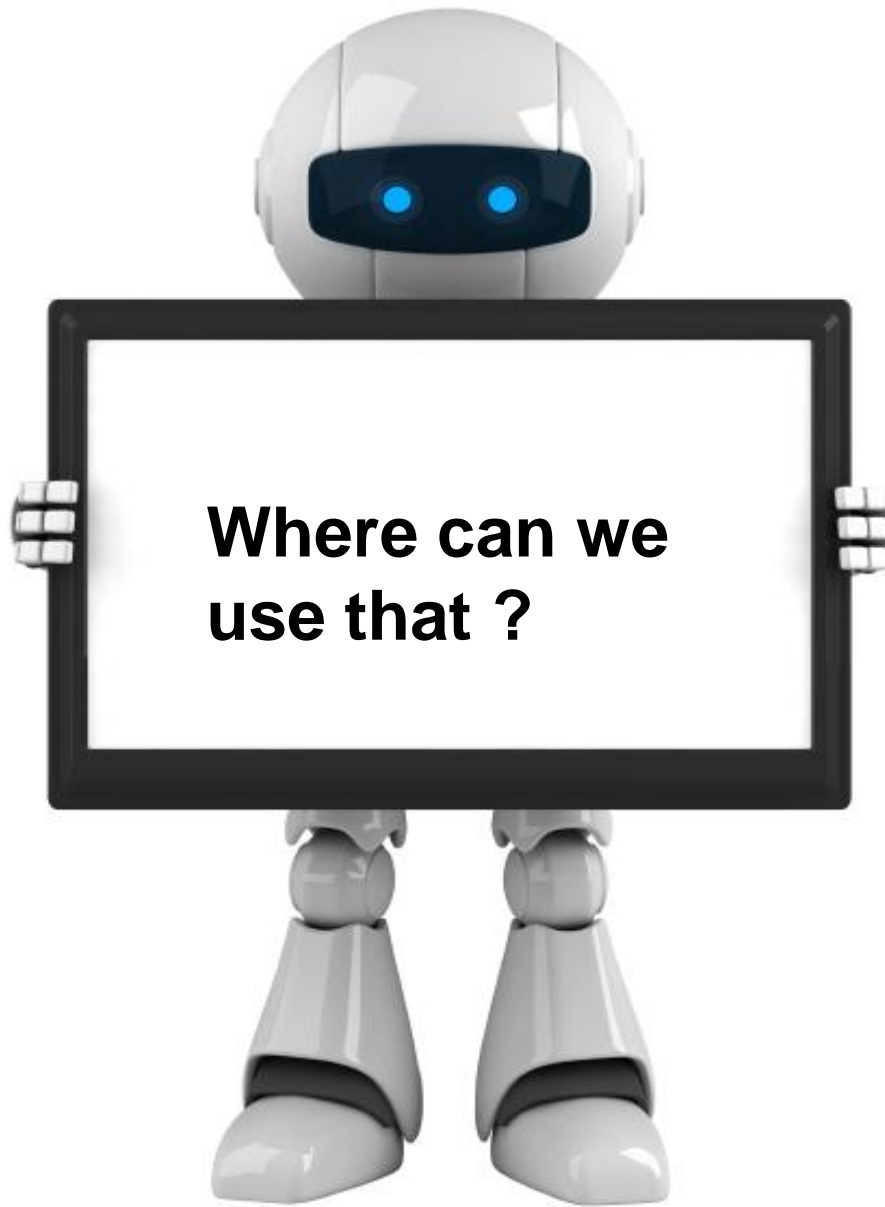Winner

KEY QUESTIONS:

What kind of data can we get?

What do we need for that ?

How and where should we use data ?

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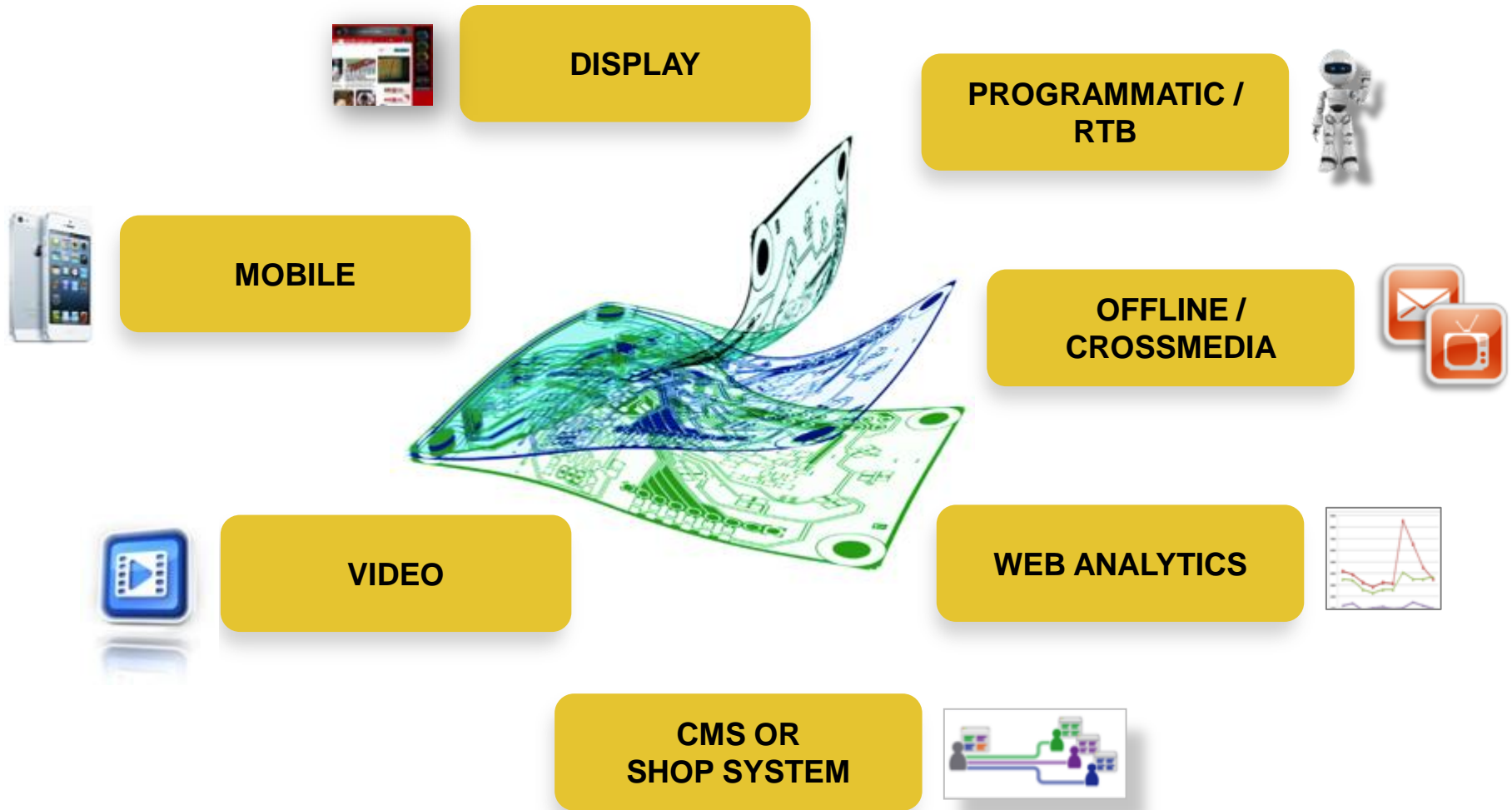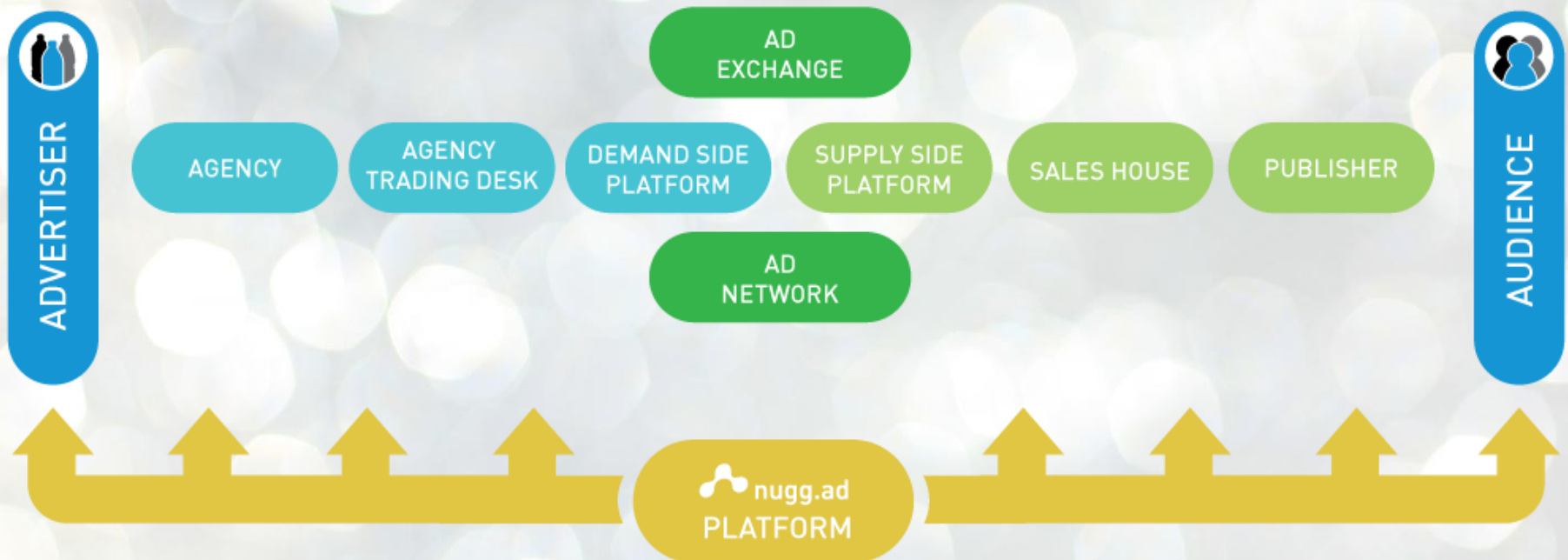# INTELLIGENT AUDIENCE MANAGEMENT
FOR ALL CAMPAIGN GOALS

Awareness

Interest/ Consideration

Action/ Purchase

Loyalty

REACH

Sociodemo-graphic data & branding segments

Product interests / modelling potential buyers

Intent data / identified purchase intention

CRM data (opt-in)

Branding KPIs

Direct Response KPIs / Conversions

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Where can we use that ?
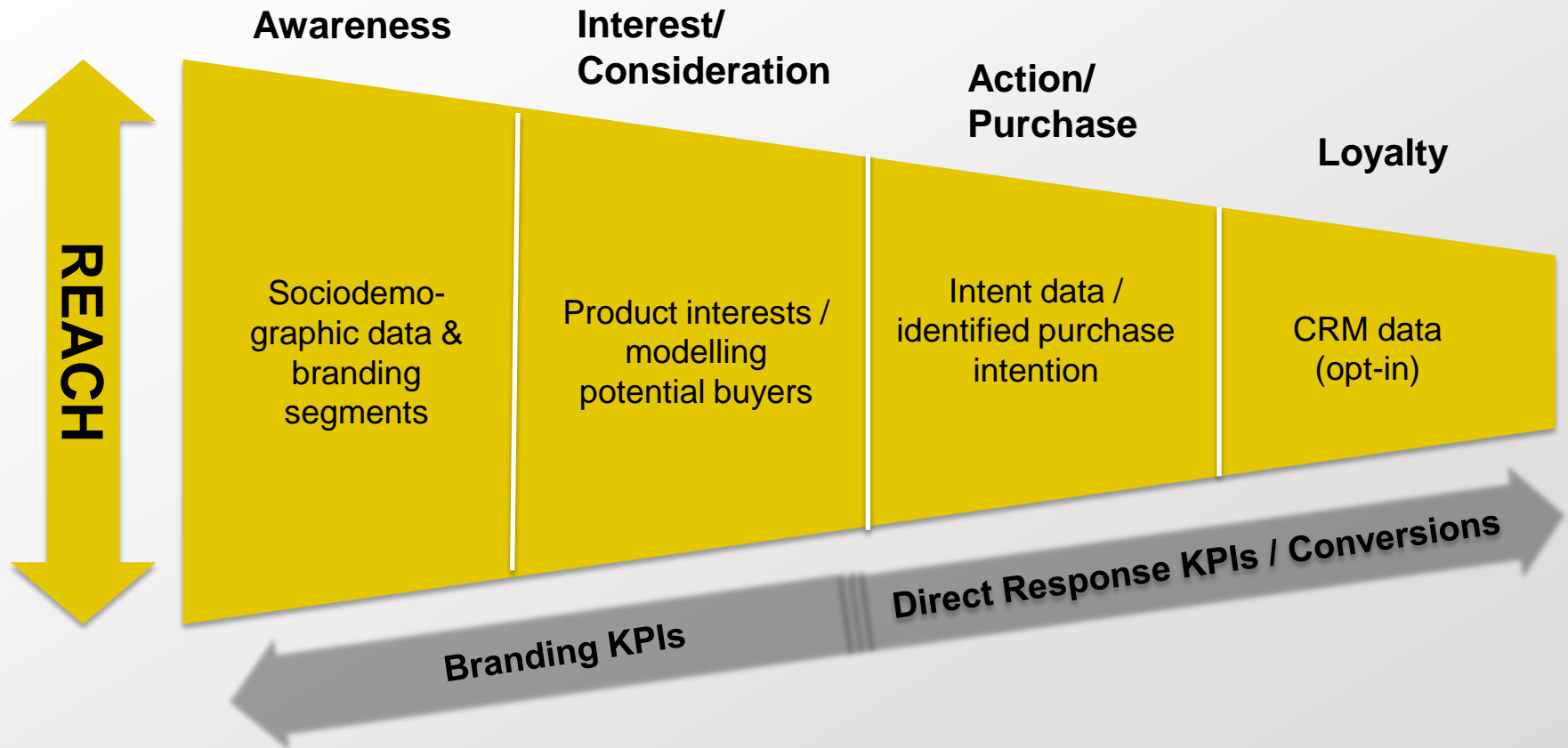
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nugg.ad DATA ON DIFFERENT PLATFORMS

DATA ALONG THE WHOLE
PROGRAMMATIC VALUE CHAIN

Compatible with many different platforms, e.g. :

Case Studies

CASE STUDY / DE CECCO
CAMPAIGN GOAL: AWARENESS

GOAL:

Increase Sales & Brand Awareness for De Cecco Pasta in Danish PBT Network with Branding Optimiser Technology

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CASE STUDY / DE CECCO
CAMPAIGN SETUP

Campaign:

Online display campaign, 6.8 million impressions

Product:

nugg.ad Branding Optimiser +
Contact class measurement

Evaluation:
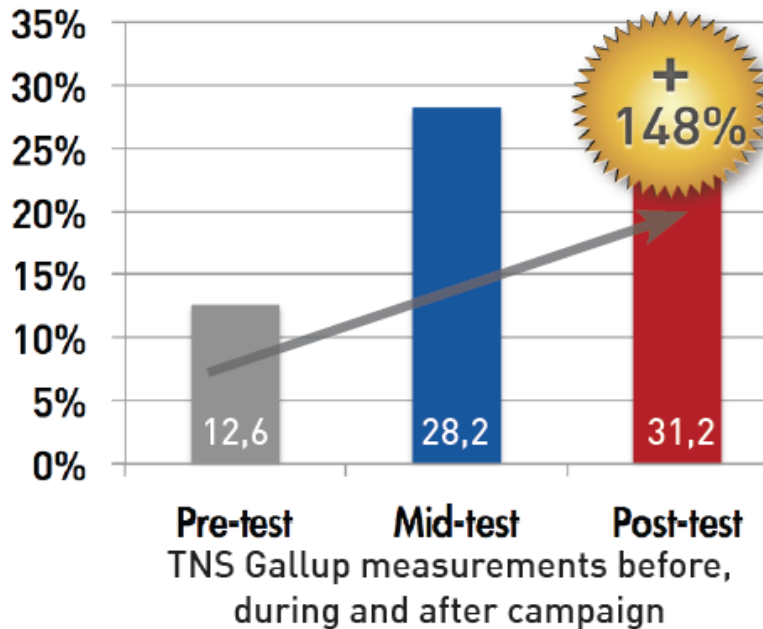
TNS Gallup Access Internet Panel & Click Stream

CASE STUDY / DE CECCO
THE RESULTS

AIDED BRAND AWARENESS

+ 148%

Pre-test: 12,6
Mid-test: 28,2
Post-test: 31,2

TNS Gallup measurements before, during and after campaign

GROWTH IN SALES DEVELOPMENT

23% Before campaign

69% During and after campaign

+ 200%

Sales figures by De Cecco

tns

DE CECCO®
dal 1886

PBT.NETWORK

CASE STUDY / PEUGEOT
CAMPAIGN SETUP

Campaign: **Display ads, cross publisher campaign, 4 weeks**

Target Group: **Users who intend to buy a mini van, mini bus, estate car**

Infrastructure: **nugg.ad Data Management Platform and Open Targeting Platform™**

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CASE STUDY / PEUGEOT
THE RESULTS

Cost per Lead: **− 27%** in comparison to average campaigns incl. data fee

Conversion Rate: **+ 8%** points higher

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LAST BUT NOT LEAST:
DATA PROTECTION & SECURITY

nugg.ad HAS ALREADY EARNED SEVERAL PRIVACY CERTIFICATIONS

☑ **We never store data with direct reference to individuals**

☑ **We use an extensive anonymisation approach**

☑ **One of the first companies which received the edaa privacy seal**

European Privacy Seal
DE-090007 / Valid till 2014-02
interim requirements met

edaa certified