

**ETARGET**

visible advertising

# How to Measure Display Online Advertising

Case Study

Slovak Market



# Goal



To increase knowledge of the starting price level of Hyundai Tucson – using programmatic buying in RTB ecosystem.



Nový Hyundai Tucson

Chcem zmenu >



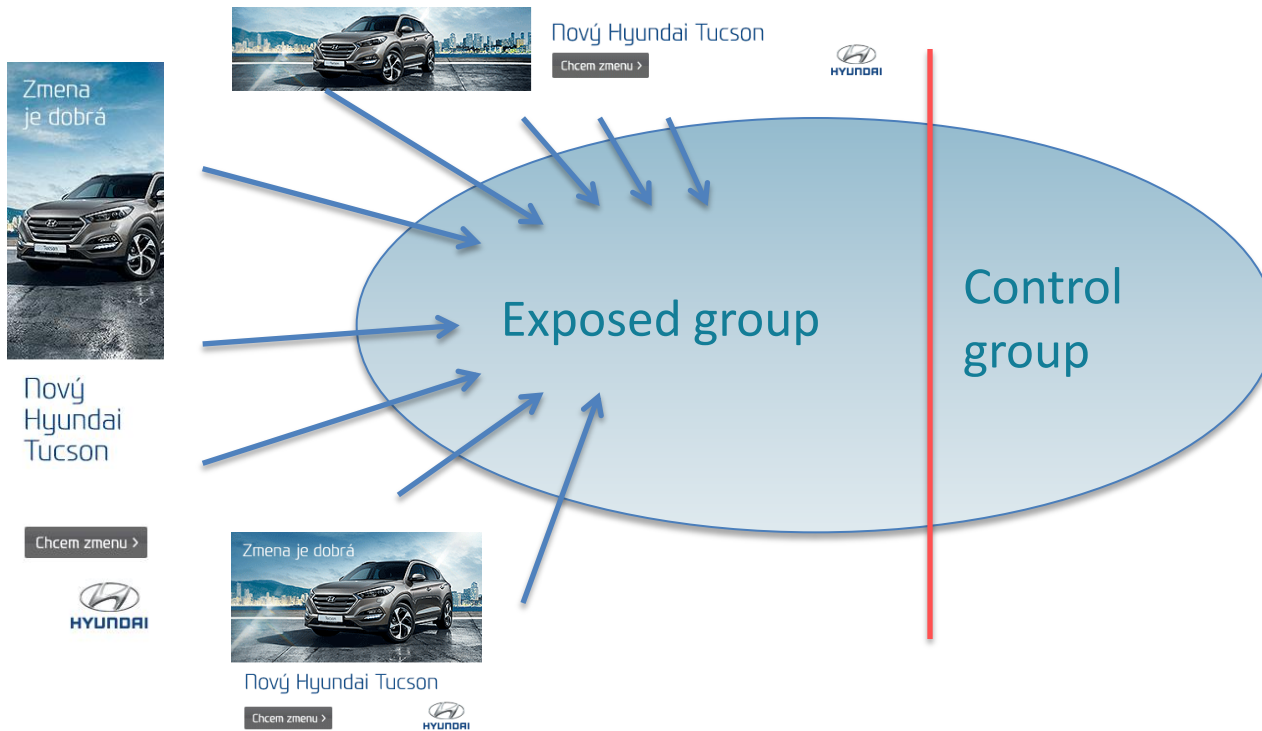
Nový  
Hyundai  
Tucson

Chcem zmenu >



# Campaign

KPI's reach campaign: impressions → unique users/frequency → ROMI measurement



1. Dividing users to two groups. Control group and Exposed group.

2. Programmatic buying in RTB ecosystem. Execution of campaign in the period of 20 days in September 2015.



# Case Study

## Client: Automotive industry

**Banner RTB campaign in Etarget** was launched to Defined audience in Slovakia

It reached 7 083 000 impressions. Impressions were purchased in RTB system using Etarget platform.

Campaign duration: 20 days, Reach: **458 595 users**. Frequency: 15,45

After the end, Brand Impact Survey was launched to groups of users:

- **Exposed group** = reached by Etarget campaign
- **Control group** = **not** reached by Etarget campaign

Question: *Do you know how much costs the new Hyundai Tucson?*  
There were three options.



# Measurement

## Brand Impact



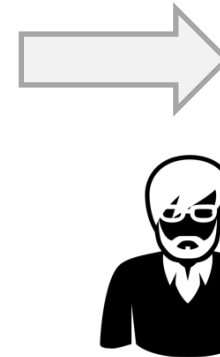
Viete, koľko stojí nový  
Hyundai Tucson?



A	15 990 €
B	18 990 €
C	23 990 €

Odoslať odpoveď

Prieskum realizuje ETARGET



Exposed group reached by  
ETARGET

60,90%

+9,96%  
brand impact



Control group

50,94%



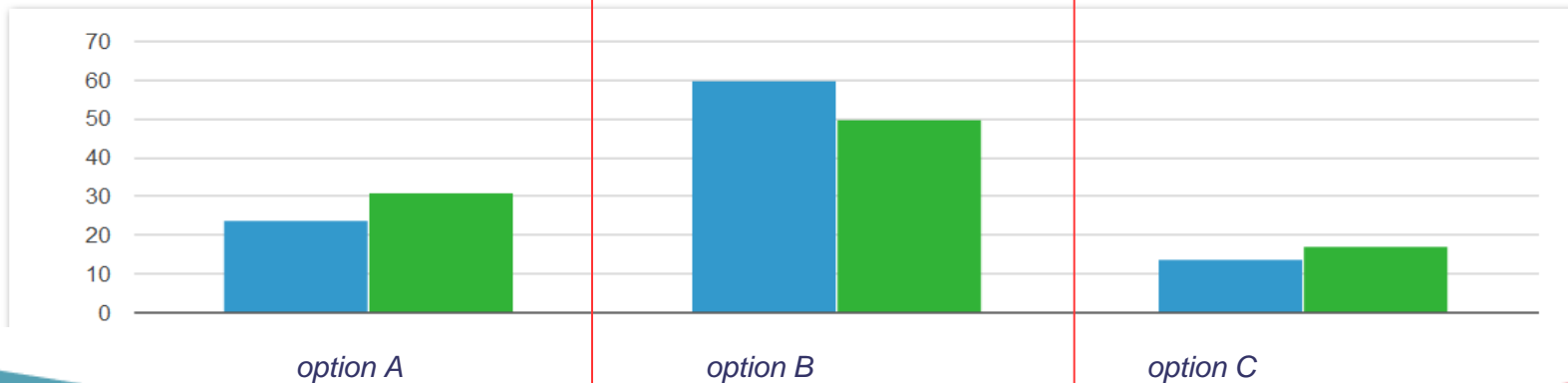
# Survey results

## Statistics replies

	option A	option B	option C
 Exposed group	38 (24,36%)	95 (60,90%)	23 (14,74%)
 Control group	50 (31,45%)	81 (50,94%)	28 (17,61%)
	-7.09%	+9.96%	-2.87%

Correct reply

## Evaluation



Correct reply



# Evaluation of the campaign's reach

**+9.96**

percent points

Increase of brand knowledge with +9,96% among 458 595 unique users

Amongst the users reached by the Etarget banner campaign, we register 9,96 percent points better knowledge of the communicated auto model's price.



---

# Thank you for the attention

**Hristo Nikolinski**

hristo.nikolinski@etarget.bg

www.etarget.bg

+359 878 450 610

