

plista

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Case Study
November 2022

Structure and implementation

CAMPAIGN OVERVIEW

- Duration: 1 month
- Goal: Top of the funnel: Drive Qualified Website Traffic
- Format: Native Ad

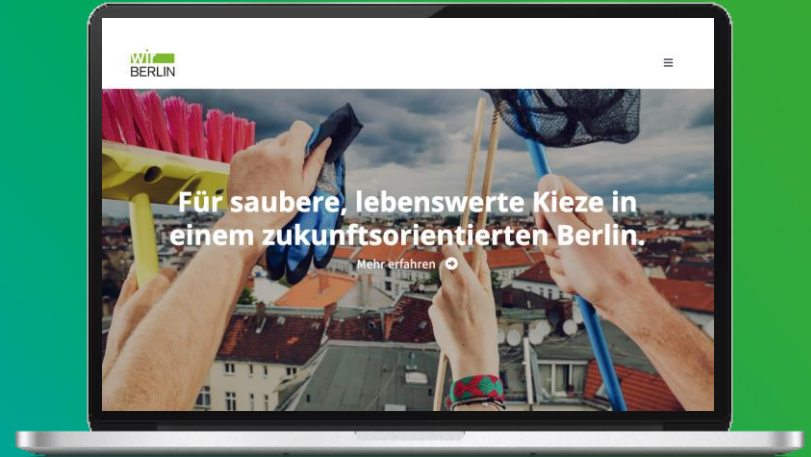
CHALLENGE

wirBerlin gGmbH promoted the World Clean Up Day 2022 in Berlin as part of a plista Free Media Space campaign. Here, it is important to address the target group in a detailed manner. To achieve this, geographic characteristics are essential. For this campaign, it was important for the client to create awareness for the action day, to arouse interest in participation and at the same time to generate traffic on the landing page

STRATEGY

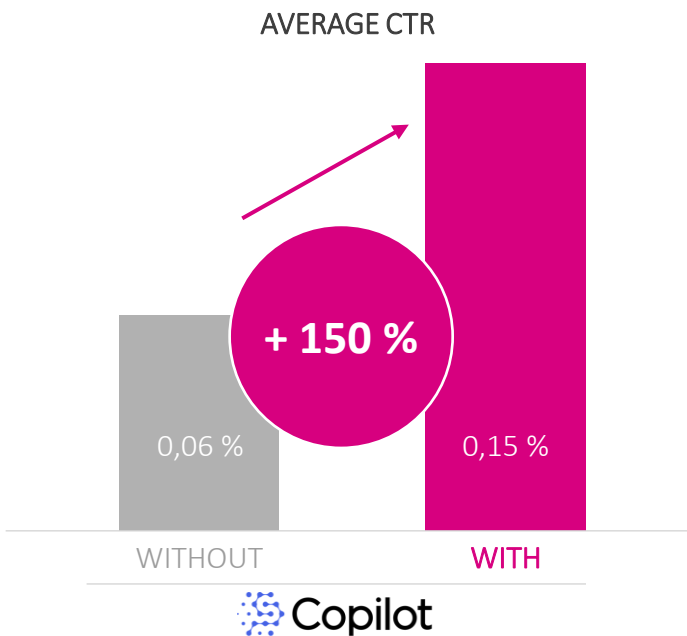
- Geo-targeting: Berlin +50km surrounding areas
- Monitoring and management of campaign, performance metrics and inventory with focus on: optimization on CTR as primary KPI
- 13 days after campaign start: optimization with Copilot*

*Copilot = world-leading AI

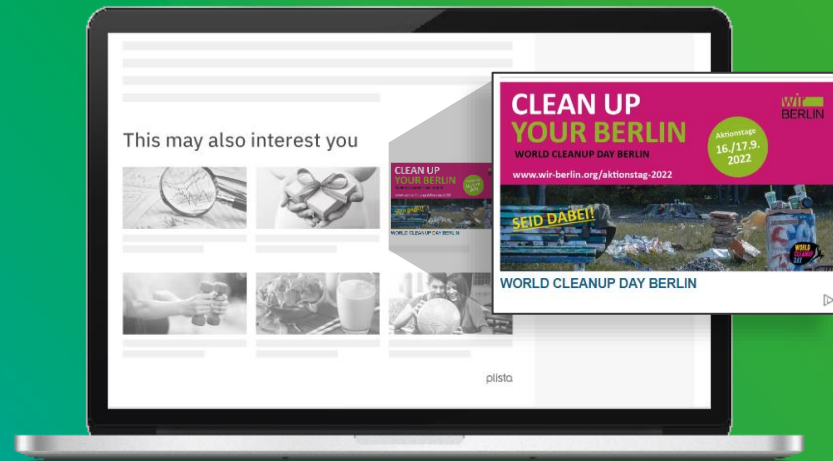


RESULT

150% uplift in CTR with Copilot AI technology



We were able to exceed the Native Ad CTR benchmark of 0,2%



The campaign successfully targeted a niche segment to create awareness.

Using AI, this campaign resulted in a high number of people participating during the action day.

The Client was delighted with the consultative approach offered by plista and the final outcome.