



Brief...

- Drive in-market shoppers to Miele’s website
- Target shoppers that have shown intent to buy large and medium domestic appliances.
- Drive brand awareness and increase sales.

Our Solution...

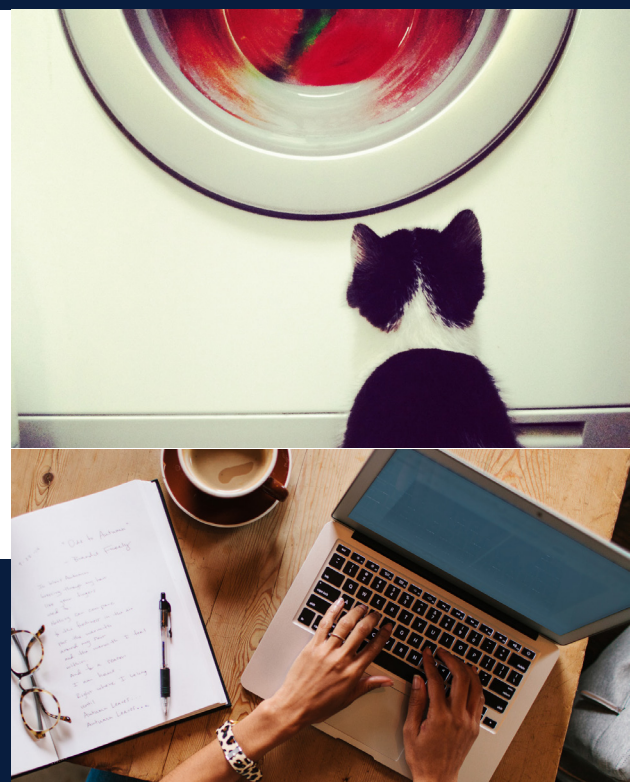
- Identify and target key prospects from Connexity’s reach of 5 million UK monthly shoppers on leading shopping sites.
- Target a pure in-market audience who are in a ready-to-buy premium shopping environment.
- Gain exposure and increase market share by contextually targeting ads within the appliance category.

Results...

- Constantly achieved strong CTR.
- CTR as high as 0.30 for standard IAB ad sizes.
- Optimised each campaign to the best performing ad-sizes.
- Increased Sales and brand awareness.

“We have worked with PriceGrabber (recently acquired by Connexity) since April 2013. Connexity has consistently achieved high CTR and user engagement across all Direct Response campaigns we have booked for Miele.

It’s been a pleasure working with Connexity. They are very responsive and deliver a high level of service. We would highly recommend Connexity’s premium shopping audience for brands that would like to reach in-market shoppers, within a ready-to-buy environment.”



Results up to

0.30 CTR