



24advantage branding performance advertising case study

telefonica o2 gmbh & co. ohg

cayada



case study: o2

O₂

actual situation (feb 2009)

In 2009 cayada still focused on physical shopping goods. Mobile phones weren't a huge factor at that time. In numbers we delivered about 10 o2 leads per month.

campaign objectives

Pushing the partnership with a significant increase of sales was the main goal when 24advantage and o2 reached an agreement about a performance advertising view through campaign.

preperations

- + clearance of the o2 view through guidelines with the affiliate marketing agency
- + determination of target audiences and development of a detailed media schedule to create sufficient coverage by using the best performing ad creative
- + preparing our internal tracking solution for continuous campaign analytics and optimization

advantage o2

Our key data already was outnumbered after a few days, even though we had to maintain a maximum reach of 500.000 ad impressions at that time. That limitation was removed two month later giving us the opportunity to gain more statistical data. This data gave us the opportunity to optimize the campaign continuously and to increase the conversion rate by more than 200 percent.



Three examples for advertising media

- + Spiegel.de
- + Mamilade.de
- + FuldaerZeitung.de

contact us

24advantage
c/o cayada GmbH
Bergstraße 22
D-10115 Berlin (Mitte)

Tel: +49-30-526 849 52 40

Fax: +49-30-526 849 52 19

E-Mail: info@24advantage.com

Web: www.24advantage.com

www.cayada.com

twitter.com/24advantage

facebook.com/24advantage

