

24advantage branding performance advertising case study

vodafone

cayada



## case study: vodafone



**vodafone**

### **actual situation (october 2008)**

In 2008 cayada almost completely focused on physical shopping goods. Mobile phones weren't a huge factor at that time. In numbers we delivered about 5 vodafone leads per month.

### **campaign objectives**

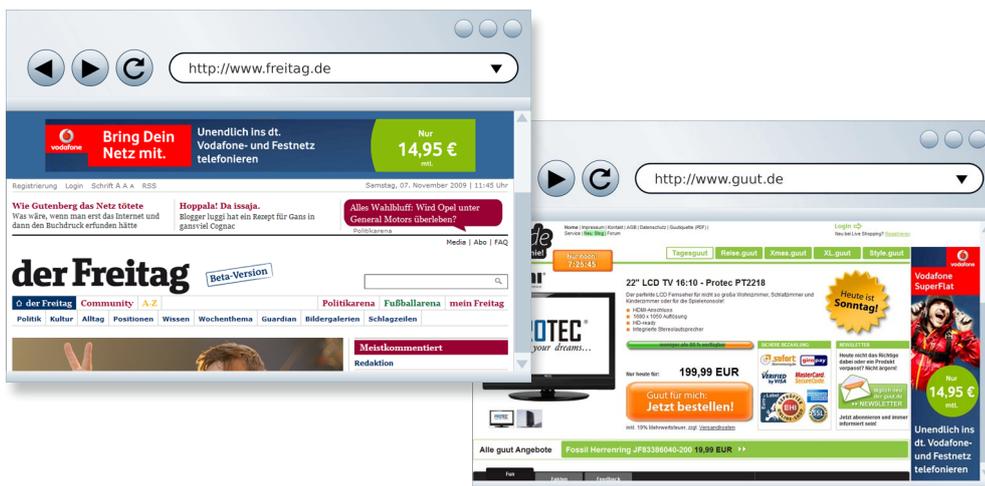
With this initial position the main objective became the establishment of a long-lasting and copious partnership between vodafone and 24advantage, and view through advertising was the key. After a short period of small test campaigns 24advantage was asked to increase coverage more and more.

### **preperations**

- + clearance of the vodafone 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 vodafone

Meanwhile vodafone became one of the most important advertisers for 24advantage. The campaign for vodafone generates new customers every day and commits existing customers as well (renewing contracts). By the time the campaigns were optimized to increase conversion rates. In 2009 the mobile phone category was added to our shopping sites, too, giving us a additional opportunity to advance the successful partnership with vodafone.



## Three examples for advertising media

- + Freitag.de
- + Guut.de
- + Giga.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](mailto:info@24advantage.com)

Web: [www.24advantage.com](http://www.24advantage.com)

[www.cayada.com](http://www.cayada.com)

[twitter.com/24advantage](https://twitter.com/24advantage)

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