

Ogilvy
Performance
Marketing

RESULTS
ON-LINE MARKETING



CZ

Display&Video 360

SK

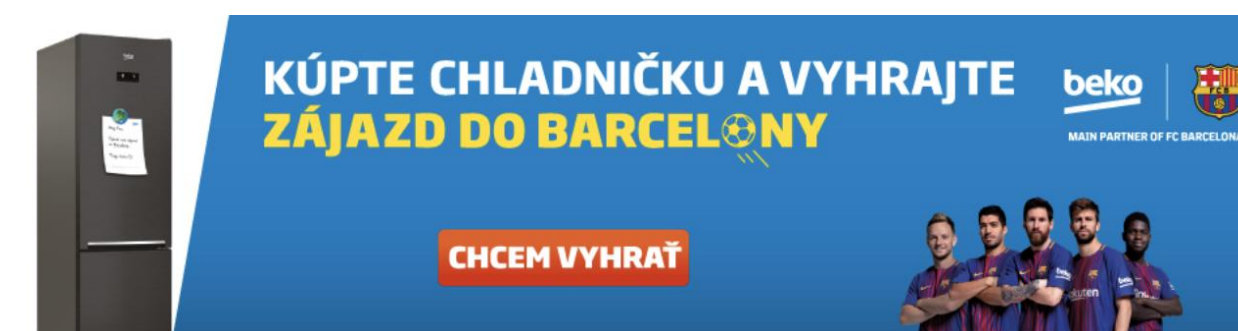
Campaign Name **Beko NeoFrost™ - Refrigerators**
 Campaign Type Awareness Performance
 Timing Jun 2019
 Country CZ & SK
 Platform Campaign Manager, Display&Video 360, Google Analytics 360, Google Tag Manager, Business Manager

Offline *another agency

Descriptions The key was to design and execute integrated campaign, covering online and offline brand communication and a set of POS materials promoting contest “Buy Beko NeoFrost™ fridge and win a trip to Barcelona”.

Results **Sales growth in CZ was 95 % and in SK we had growth 105 %!**

Country	Czech	Slovakia
Uni Reach	5.100.000	2.300.000
Impressions	17.000.000	6.300.000
Click	16.000	13.800
Views	1.100.000	940.000
Time Brand (video)	250.500 (M) = 179 (D)	32.303 (M) = 22 (D)
Time Brand (display)	8.925.000 (M) = 6.197 (D)	3.066.000 (M) = 2.129 (D)
Medium Visitors	9.400	8.000
Where To Buy	400	215



Campaign Name **Savings Account Expert**
 Campaign Type Awareness Performance – e.form
 Timing March - Aug 2019
 Country CZ
 Platform Campaign Manager, Display&Video 360, Google Analytics, Google Tag Manager, Business Manager

Public Relation Article (*another agency)

Descriptions Launch of the new Trinity Bank brand in Czech Republic. Activate Czechs interest for the top product with the highest possible interest in the market

Results **New cz 7.3k customers with deposits worth EUR 281M. From zero to 321k IMPs in Organic Search Page!**

Country	Czech
Uni Reach	7.900.000
Impressions	46.000.000
Click	550.000
Views	775.000
Time Brand (video)	31.666 (M) = 22 (DAYS)
Time Brand (display)	22.770.000 (M) = 15.812 (D)
Medium Visitors	335.000
Form 1 Step	26.000

Creative Oct 2019

TRINITY BANK Nabídka prodloužena

8 000 účtů založeno

Spořte výhodně s 1,58% p. a.

Sjednat online

CZ
Display&Video 360

SK

Campaign Name	Marianne Days - 2019
Campaign Type	Performance Ecommerce
Timing	13. – 15. Seb 2019 (live on 3 days)
Country	CZ & SK
Platform	Campaign Manager, Display&Video 360, Google Analytics 360, Google Tag Manager, Business Manager
Offline	no offline media
Descriptions	Marianne Days in the Czech Republic and Slovakia are not only about offline shopping, but also about ecommerce.
Results	Return On Advertising Spend in CZ was 836% and in SK we had ROAS 215%!

Country	Czech	Slovakia
Uni Reach	245.000	182.000
Impressions	1.000.000	1.100.000
Click	5.800	7.700
Display Active View	29.1 (s)	18.1 (s)
Time Brand	288.630 (M) = 200 (DAYS)	130.102 (M) = 90 (DAYS)
Active Visitors	4.900	6.800
ROAS	836%	215%



Integrated campaign doubled sales of Beko NeoFrost™ refrigerators! 🇸🇰

We have just finished summer campaign for Cooling category in CZ and SK. The aim was to support Cooling category during high season. The key was to design and execute integrated campaign, covering online and offline brand communication and a set of POS materials promoting contest “Buy Beko NeoFrost™ fridge and win a trip to Barcelona”. Campaign boosted both Brand Awareness and sales numbers.

Sales growth in CZ was 95 % and in SK we had growth 105 %!

- Stanislav Chernutsky, Marketing Team Leader at Beko Global

*Linking all internal our Google Analytics 360 and Campaign Manager platforms with **Display & Video 360** helps us define a **new effectiveness of our budgets and planning.***

- Martin Kubelka, Media & Digital Acquisition, Nespresso Division, Nestlé Česko s.r.o.

*The strategy created in Display&Video 360 enabled us to build a new bank in the Czech Republic in the area of appreciation of free funds. **At Trinity Bank, we believe in the success of our clients based on real relationships.***

- Marcel Schmidt, Head of Marketing, Trinity Bank a.s.

*e campaign results have taught us that what everyone considers to be performance marketing can never work alone, isolated from other channels and tactics. **Customers need to perceive us as a whole, and campaign planning itself has to adapt to this. That's why we're not talking about whether it's a performance or awareness campaign.***

- Petr Struna, Managing Director, Ogilvy (Performance Marketing), s. r. o.

*Performance can no longer be measured just by basic Google Analytics parameters, but by more basic logic, is current behavior of users. **Display&Video 360 affects 25% of the search,** thanks only to the curiosity of users who are actively searching without direct interaction.*

- Jan Saivera, Head of Display Performance, Ogilvy (Performance Marketing), s. r. o.