

HELLO.

BLACK FRIDAY 2018

“BEST USE OF DATA & PERFORMANCE MARKETING”

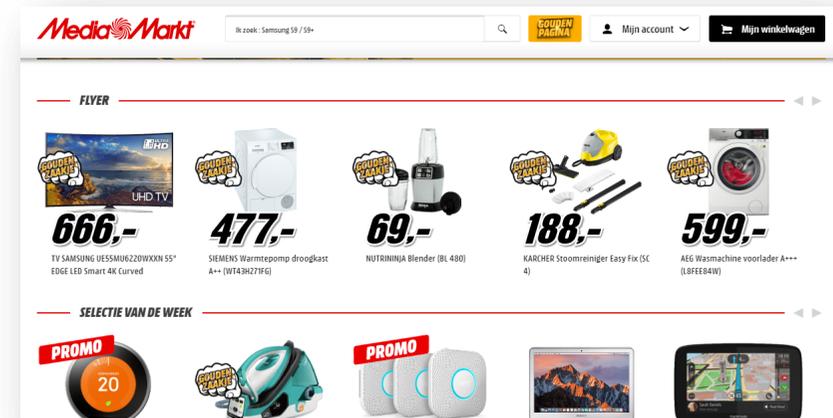
Initiative



MediaMarkt

THE CHALLENGE

- Most important campaign of the year
- 3 sales day : November 23rd -25th 2018
- Objectives
 - ✓ Top of mind
 - ✓ +30% webshop revenue vs 2017
- Challenges
 - ✓ Limited timing
 - ✓ Achieve +30% vs than best perf ever
 - ✓ Offensive competition



STRATEGY & PHASING

TEASING

19/11

20/11

21/11

22/11

ACTION

23/11

24/11

25/11

AWARENESS

Belgian news sites (exclusivity)
Youtube Masthead
Programmatic Rich Media
(take-overs, billboards)
Video : Programmatic + direct
Paid Social

MASSIVE REACH
TOP OF MIND

KPIs: Effective reach / video views, impressions / eCPM

PERFORMANCE

Programmatic Display
Programmatic Native Ads
Paid Social
... beyond socio-demographics

Paid Search

MAXIMIZE SALES

KPIs: Revenue / Transaction / ROAS, CPT

IMPLEMENTATION : AWARENESS

Optimization

- Visitor selectivity of Mediamarkt products on online buying or review websites
- Adjusted pressure per region
- Daytime targeting
- Device targeting

3.4 million unique users

Low CPM (4€), despite rich media & video formats and qualitative placements

The image shows a screenshot of a news website with a Mediamarkt Black Friday advertisement overlaid. The ad is a red banner with white and black text. It features the Mediamarkt logo at the top left and right. The main text reads 'BLACK FRIDAY WEEKEND' in large, bold letters. Below this, it says 'GRIJP 3 DAGEN LANG TOPDEALS!' and 'Bestel NU!'. A central image shows a Samsung Galaxy S9+ smartphone with a price tag of '€55- 449,-'. To the right of the phone, it says 'Grijp hier jouw topdealst!'. The background of the ad is a blurred image of a person sitting on the ground. The news website interface is visible behind the ad, showing a navigation bar with 'NIEUWS', 'SPORT', 'SHOWBIZZ', 'REGIO', and 'VIDEO'. A main headline reads 'De Lijn voert dreigement uit en verplaatst haltes Brussel-Noord door overlast transmigranten: "Het is er nog altijd even vies en vuil"'. A sidebar on the right contains a 'Black Friday -50%' promotion and a list of news items.

IMPLEMENTATION : PERFORMANCE

**PROGRAMMATIC
DISPLAY & NATIVE
ADS**

**MediaMarkt DMP
Predictive, contextual, behavioral targeting...**

PAID SOCIAL

Interest, lookalikes, behavioral audiences...

PAID SEARCH

**Feed management + DCO
→ super-targeted & personalized ads**

**Retargeting with DCO, incl. Facebook dynamic ads
(personalized cf webshop activity)**

Ex:

- **Items in basket & no sale finalized**
- **Simply visited Black Friday section**
- **Watched at least 75% of videos**

RESULTS

OBJECTIVE

**ONLINE
REVENUES**

+ 30%

VS 2017



ACTUALS

Webshop sessions + 12%

Conversion rate +27%

ROAS 16.97 €

**ONLINE
REVENUES**

+ 60%

VS 2017

WHY AN AWARD ?

BEST USE OF DATA & PERFORMANCE MARKETING

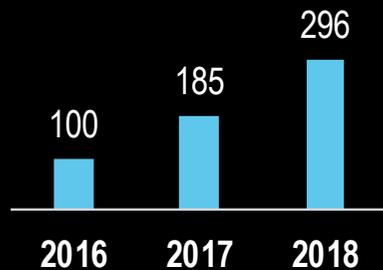
BETTER THAN
BEST YEAR

INTEGRATED
DIGITAL
STRATEGY (NO SILO)
FOR CROSS-CHANNEL
RETARGETING

BEYOND
SOCIO DEMO
PRE-BUILT AUDIENCE
POOL
RETARGETING
DMP, DCO

MORE TRAFFIC
BETTER CONVERSION
MORE REVENUES
ROAS 17 €

Sales evolution Index





THANK YOU

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