

CONATIVE

SUCCESS STORY

AWARENESS
GUARANTEE

BAUWERK *Parkett*

Bauwerk Parkett secures full attention with their target group thanks to our 50 Second Awareness Guarantee!

Bauwerk Parkett AG is a Swiss manufacturer of parquet flooring. As one of the leading parquet manufacturers in Europe, the traditional Swiss company offers a diverse range of parquet flooring, which is manufactured exclusively in Europe. Bauwerk develops, produces and distributes innovative parquet solutions of high quality primarily for public buildings, offices, gastronomy, hotels and residential buildings. Bauwerk is always breaking new grounds and is considered a pioneer in their industry in the areas of healthy living and sustainability, which is regularly tested and confirmed by independent institutes.

"To raise awareness of the Bauwerk Parkett brand among end customers in Germany, we decided to run a campaign with CONATIVE over several weeks. The very long dwell times and the good click-through rates show us that our campaign has been placed in suitable and high-quality environments. By using AI instead of cookie-based targeting, we can target our audience very specifically."

Silke Kargut | Marketing | Bauwerk Parkett

MISSION

Bauwerk's goal is to sustainably increase brand awareness within the German market. In particular, the aim is to raise awareness among end customers of the premium parquet brand. The Swiss parquet manufacturer wants to present their innovative and aesthetic parquet solutions in detail and visually showcase them - in high-quality environments that match the brand.

SOLUTION

A nine-week campaign that will be delivered in CONATIVE's high-reach premium network between October 2021 and December 2021. To secure full attention, Bauwerk opts for the CONATIVE Awareness Guarantee. With this offer, DEFINE MEDIA guarantees an average active dwell time in the advertising medium of at least 50 seconds.



RESULT: COMPELLING AWARENESS- & ENGAGEMENT-KPIs WITH CONATIVE

- On average, readers actively engage with the ad for 53 seconds. This extraordinarily high interaction rate underscores the high engagement effect of CONATIVE.
- The excellent teaser CTR of >0.9% and the second click CTR of >10% on Bauwerk's landing page are proof of the high level of attention in the B2C target group and the accurate delivery in the CONATIVE network.

BAUWERK PARKETT SECURES FULL ATTENTION!

TEASER

Inspiration für Ihr Zuhause: Gute Gründe für Parkett Anzeige



Ein Zuhause voller Wärme, Behaglichkeit und trotzdem stilvoll und edel. Das alles schafft Parkett als Bodenbelag. Zudem lassen sich Flecken und Kratzer leicht entfernen. Ein bestehender Bodenbelag lässt sich zudem einfach ersetzen, es kommt nur auf das richtige Parkett an. Erfahren Sie hier mehr über die zahlreichen Vorteile von Echtholzböden.

[Mehr erfahren](#)

Distributed by CONATIVE

EXPAND-FORMAT

Ihr Leben mit Parkett

Parkett sorgt für angenehme Wärme, ist bei richtiger Pflege völlig unproblematisch und eignet sich für jeden Raum, sogar für **Badezimmer** und **Küche**. Echtholzböden kommen auch gut mit **Vierbeinern** und **Kindern** aus, denn Flecken und Kratzer lassen sich gut behandeln. Auch für eine **Renovierung** ist es ideal, je nach Aufbau kann es direkt auf einen bestehenden Boden verlegt werden. Parkett ist langlebig wie kaum ein anderer Bodenbelag und hat den großen Vorteil, dass es sich gut **sanieren** lässt.



7 gute Gründe für Parkett




1. Parkett aus Echtholz: langlebig und strapazierfähig

Bei regelmäßiger Pflege sind Holzböden äußerst belastbar und haben eine lange Lebensdauer. Verschiedene Oberflächenbehandlungen, wie das Ölen des Parketts, die Versiegelung mit Lack oder die innovative Oberflächenveredelung B-Protect® von Bauwerk schützen das Holz vor Feuchtigkeit, Verschmutzungen und Kratzern. Referenz: Huchler-Scheune, Cleverpark - Eiche Farina | Foto: David Franck Photographie

[Mehr erfahren](#)

BAUWERK
Parkett

Distributed by CONATIVE Schließen

In order for campaigns to be effective, they require two things above all: high contact quality in the sense of relevance, and the attention of the target group. CONATIVE delivers both: CONATIVE's artificial intelligence (AI) ensures accurate, target-group-specific deliveries. It adapts the content of the teaser and learns on the basis of the performance values in order to continuously optimize the campaign delivery and results. With the Expand format, CONATIVE offers the right advertising format to showcase the parquet solutions in an impressive way. CONATIVE readers actively engaged with the campaign, which was guaranteed by verifiable KPIs in the form of a dwell time of at least 50 seconds and even exceeded with a result of 53 seconds.

Due to the excellent campaign results, Bauwerk Parkett have decided to extend the campaign and also firmly scheduled CONATIVE for the coming year.

CONATIVE FACTS

CONATIVE is an expanding "in-read" advertising format that places a wide variety of media content in the user's reading flow.

With AI-powered optimization technology Momentum, multivariate creative optimization, algorithms and neural networks are used to achieve maximum campaign performance.

50 sec.
GUARANTEED

53 sec.

Ø active
dwell time

0,91%

Teaser
CTR

10,26%

Second Click
CTR

de-
fine-
media

CONATIVE is an offer of DEFINE MEDIA GMBH