CONATIVE P SUCCESS



With CONATIVE, Resolution Media reaches Schiesser's young target group, ensuring a successful product launch



Resolution Media are the specialists of Omnicom Media Group Germany for digital communication services. With 140 employees in Germany, the agency has comprehensive knowhow and best practices in the field of digital marketing.

SCHIESSER

NATÜRLICH. ZEITGEIST. SEIT 1875

Schiesser is one of the largest German manufacturers of underwear. Originally known for the cult classic Schiesser fine and double rib, the brand now appeals to fashionistas across all age categories and offers a wide variety of products.



"CONATIVE's very good campaign results have convinced us once again. With AI instead of cookie-based targeting, specific target groups can be reached perfectly. CONATIVE thus already has a clever solution for the post-cookie era and is therefore an important partner for us."

Nursanali Aydin | Executive Native Advertising | Resolution Media

MISSION

Awareness of Schiessers Secret Care period underwear is to be significantly increased. In particular, younger women are to be actively educated about the new products and their benefits, and the products are to be positioned as "must-haves for the environmentally conscious woman".

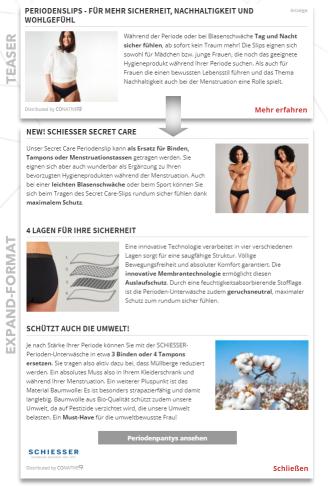
SOLUTION

The advantages of Schiessers period underwear are clearly communicated through individually designed Expand Ads. Using Al-based targeting and optimization, the right target group is specifically addressed in CONATIVE's premium network.



RESULT

- On average, readers spend 41 seconds actively engaging with the advertising material and the content about Schiesser's Secret Care collection
- The extraordinarily high click-through rate of 42.75 % shows that numerous interested and thus qualified female readers want to learn more on the landing page
- A very good open rate of >1 % is further proof of the high accuracy of the AI



SCHIESSER INFORMS ACCURATELY AND IN DETAIL

The Secret Care products are products that require explanation for a special target group. This is why the expand format, which can be customized, was used. Interested readers receive detailed product information at the click of a button in the expanding advertising medium.

The AI ensures target group-specific playout. It adapts the content of the teaser and learns on the basis of the performance values in order to continuously optimize the playout.

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

"Our goal is to make interested young women aware of the new Secret Care products. The relevance and quality of the contacts play a decisive role for us. The very good click-through rate of almost 43 % is a clear sign for us that we are reaching our young target group accurately with CONATIVE."

Nadine Eichkorn | E-Commerce | Schiesser AG



Source: DEFINE MEDIA Runtime: 20.05 - 20.06.2021 1.02%
Teaser
CTR

41 Sec.
Ø active dwell time

