

CONATIVE

SUCCESS STORY



THULE relies on **CONATIVE** as its exclusive online partner to increase the brand awareness of its strollers.

The Thule Group, based in Malmö/Sweden, has been developing and selling high-quality products in the field of transport solutions under the Thule brand since 1942. In addition to car racks and roof boxes, the product range of the world-renowned premium brand also includes bicycle and ski racks as well as outdoor & sports backpacks, luggage and bicycle trailers. Since 2014, Thule has also offered strollers and bicycle seats for children.

MISSION

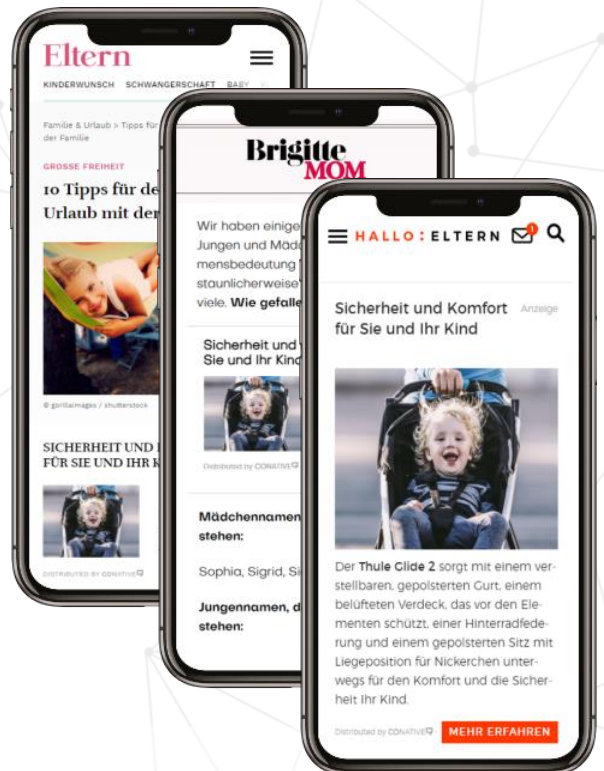
In most cases, Thule is associated exclusively with roof boxes, so Thule explicitly wants to increase brand awareness for its strollers. In particular, the numerous and complex features of the stroller range are to be showcased - in high-quality environments that match the brand.

SOLUTION

With the expanding format, CONATIVE offers the perfect solution to impressively present Thule's features. The high-quality, wide-reach network in the Family segment offers the ideal environment for the premium brand's online campaigns.

RESULT

- On average, readers spend 21 seconds on content related to the Thule stroller range. This means that the average dwell time was increased by another 40 % compared to previous campaigns (2019).
- The very high average click-through rate of 15 % shows that CONATIVE generates numerous interested and thus qualified readers for Thule's online store.



THULE DEMONSTRABLY INCREASES BRANDING AND AWARENESS AND GENERATES QUALIFIED TRAFFIC FOR THE ONLINE SHOP

TEASER

GEHEN SIE MIT IHREM KIND EINE RUNDE JOGGEN

Anzeige



Thule Glide 2 - Ein leistungsstarker Jogging-Buggy in leichtem, aerodynamischem Design, mit dem Sie und Ihr Kind Ihren Lauf auf jeder Strecke genießen können. Das feststehende Vorderrad und die integrierte Handbremse sorgen für Geschwindigkeit und Sicherheit.

Distributed by CONATIVE - Entdecken Sie noch mehr Thule Produkte

Mehr erfahren

Thule uses the customizable Expand format, so the detailed product information can be impressively presented by means of videos in addition to image and text elements.

Due to the above-average campaign results, Thule decided to increase the volume during the spring campaign in order to further increase the positive branding effect and the resulting qualitative traffic in the Thule online store.

Thule has already firmly scheduled at least 2 more CONATIVE campaigns for summer and fall. Due to the very good results, CONATIVE has been a fixed component of Thule's media plan since 2019. In addition to its own social media channels, CONATIVE is also the exclusive online partner in Germany - no other channels are used.

EXPAND-FORMAT

THULE GLIDE 2 - KONZIPIERT FÜR LÄUFER

Dank seines aerodynamischen und leichten Designs mit 18-Zoll-Hinterrädern, feststehendem 16-Zoll-Vorderrad und großer Beinfreiheit ideal für das Laufen geeignet.



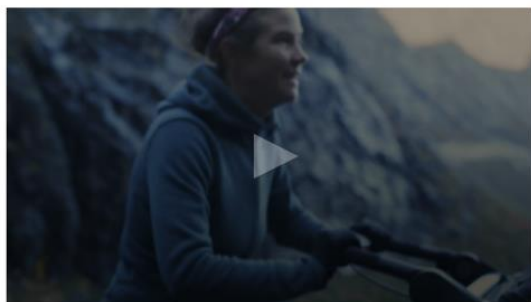
Hochwirksame Handbremse

Die integrierte Handbremse sorgt in anspruchsvollem Gelände und beim Laufen für erhöhte Sicherheit und Bremskontrolle.

Kompakt zusammenklappbar

Mit einer Hand für Lagerung und Transport kompakt zusammenklappbar.

PREISGEKRÖNTER HOCHLEISTUNGS-JOGGING-BUGGY



ERLEICHTERN SIE IHREN ALLTAG MIT ZUBEHÖR



Dank dem großen Zubehörangebot können Sie einen Thule Glide 2 mühelos perfekt an Ihre Bedürfnisse anpassen. Sorgen Sie mit Fußsacks und Becherhaltern für das Wohlbefinden Ihres Kindes, schaffen Sie mithilfe praktischer Taschen Ordnung.

Entdecken Sie den Thule Glide 2

THULE

Distributed by CONATIVE - Entdecken Sie noch mehr Thule Produkte

Schließen

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.

+40%

Ø active dwell
time

15%

Second Click
CTR

21 Sec.

Ø active dwell
time

Source: DEFINE MEDIA

Data basis: 9 campaigns in the period March 2019 - May 2021

de-
fine-
media

CONATIVE is an offer of DEFINE MEDIA GMBH