



REDMEDIA

2011

A Brief History of Martech Consolidation

2012

2014

2015

2016

2017

~150

~350

~1,000

~2,000

~3,500

~5,000



BAVILO NÁS



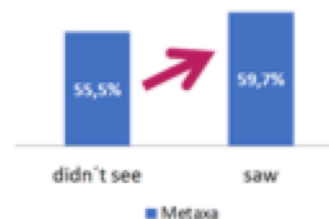
INOVOVALI JSME

“A MÁM TAM DÁT
VIDEO NEBO
DISPLEJ?”

„A KOLIKRÁT?”

Main results

Q4 What alcohol brand do you associate with this ad? - by segments

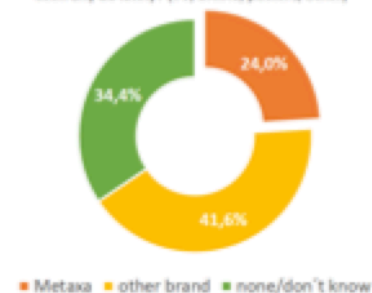


+ 7,6 %

VISUAL AD RECALL

Those who had been reached by the campaign were better able to remember Metaxa by 7,6 %.

Q3 On which of the alcohol brands have you seen any ad lately? (TV, online, posters, other)



24 %

PROMPTED AD RECALL

24 % of respondents recalled seeing Metaxa ad.

Q11 What theme would you associate Metaxa with? - by segments



+ 14 %

CAMPAIGN THEMES

Those reached by the campaign connect Metaxa with „experience” topics (compared to those who haven't seen the campaign).

**ZAÚJALO
NÁS**

Product data AI
recommender

Adwords a reklama
v mobilních aplikacích



TARGET	WHAT	WHOM	WHEN	WHERE	HOW	WHY
Targets Selling products ▪ Leads	Message  Building savings 1. Interest rate 2. Bonus 3. State support 4. Risk free investment	Audience  Inmarket segment - search  25-44 45-60 Parents & grandparents  remarketing	Triggers  Searching products  Ad Interaction  Website visitors	Where   	Formats  Search  Leadgen	KPI's  Leads BS Leads HL
	 House Loans 1. Easy to get 2. Bonus 3. State support	 Inmarket segment - search  18-24 First home  remarketing				

BACK TO THE ROOTS







Děkuji

