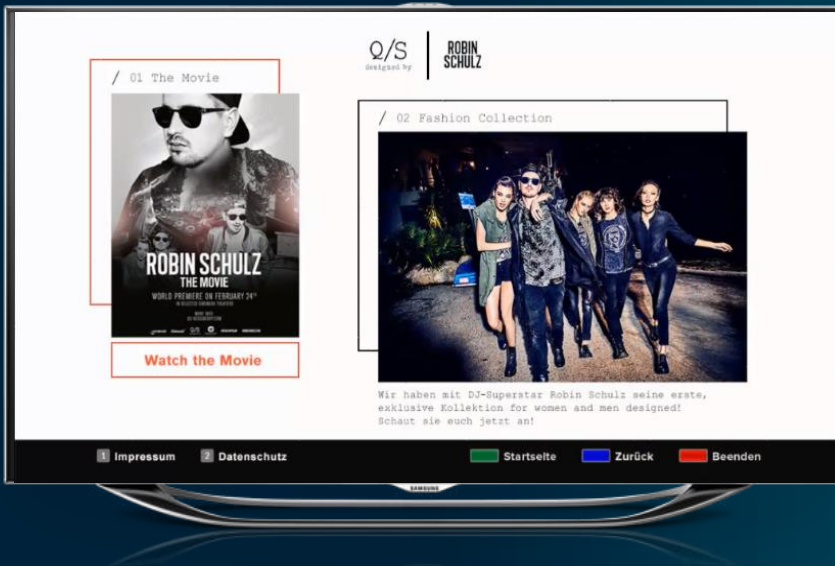


ADDRESSABLE TV KAMPAGNE Q/S DESIGNED BY

CASE REPORT

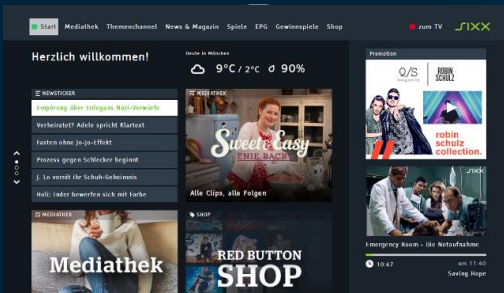
Q/S designed by: Kampagnen KPIs



Q/S designed by	SwitchIn XXL Pure	Medium Rectangle	Branded RedButton	Gesamt
Kampagne	Q/S designed by Robin Schulz			
Laufzeit	02.03.17 – 31.03.2017			
Ad Impressions	600.328	1.800.021	341.530	2.741.879
Clicks	1.713	8.089	2.800	12.602
Ø Clickrate	0,29%	0,45%	0,82%	0,46%
Microsite	Page Impressions: 13.357 Ø Verweildauer: 2 min 57 Sekunden			
Sender	Top 4 (SAT.1, ProSieben, kabel eins, sixx)			

Addressable TV Kampagne mit 0,46% Ø Clickrate

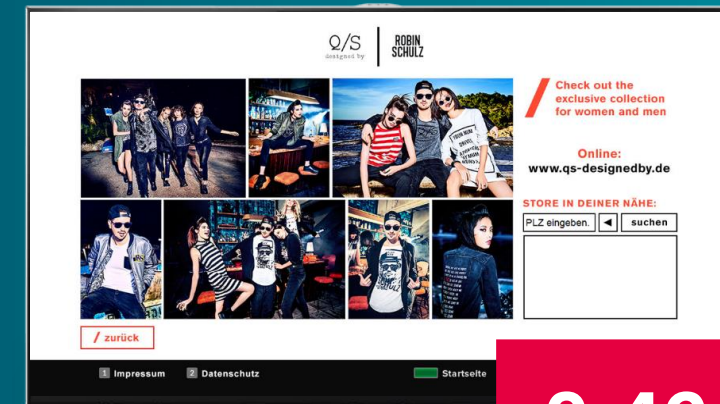
Medium Rectangle 0,45% CTR



Branded RedButton 0,82% CTR



Microsite



SwitchIn XXL Pure 0,29% CTR



0,46%
CTR
Ø Clickrate aller
Werbemittel

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