



VivaKi increases net reach of moving image campaign for PayPal with X-Cross by 38,8%

Effective cross-channel optimisation of the TV-/online-campaign with nugg.ad

While in the past the desired target group was easily addressed through TV ads, nowadays TV ads and online video need to be combined in order to achieve relevant reach in many marketing target groups. The integrated distribution of moving image campaigns with X-Cross now offers considerable benefits to advertisers. This is revealed by this recent PayPal campaign.

CAMPAIGN

Within a TV and online campaign by PayPal covering the topics security and trust, the supervising media agency Optimedia Düsseldorf deployed the technology X-Cross, developed by VivaKi in collaboration with the Berlin-based data specialist nugg.ad. It enables a fully integrated distribution of moving image campaigns on TV and online, to optimise the ad exposure across the different channels and to maximise the campaign's net reach.

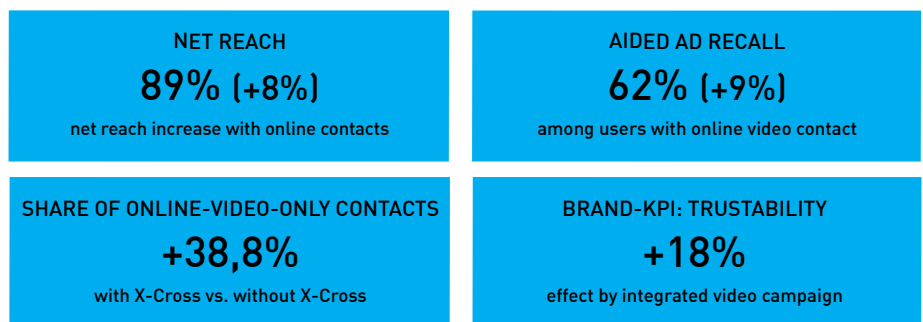
RESULTS: NET REACH

The campaign results for PayPal were completely convincing. Within the target group of the 18- to 49-years-old people, the TV reach of 81 per cent was complemented by another eight per cent of online-video-only contacts. Thanks to X-Cross, the online only contacts thereby grew by 38,8%.



RESULTS: AD RECALL / BRAND IMAGE

Moreover, the accompanying research approach of Ninah measured an increase of aided ad recall for individuals with online video contact from an already high initial value of 53 to 62 per cent. The brand image also benefited from the integrated moving image campaign: the number of people considering PayPal as trustworthy grew from an already high level by further 18 per cent, the number of people perceiving it as particularly secure increased by eight per cent.



GOAL	Increase net reach, ad recall & brand impact within the target group 18-49 years
APPROACH	Integrated TV-/online-video campaign, data-driven optimisation with X-Cross technology by VivaKi & nugg.ad

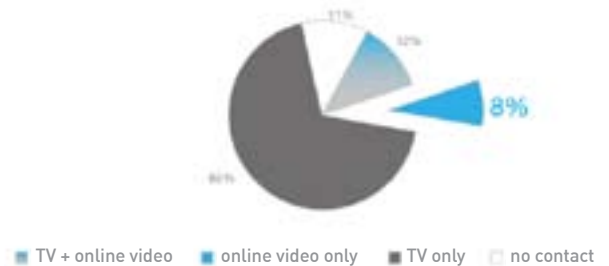
X-CROSS METHODOLOGY

Unlike other market players, VivaKi relies on a **single source approach with X-Cross** and makes use of the **Media Efficiency Panel (MEP)** of GfK. In a second step, target groups of the respective TV campaigns, identified through the MEP and refined by contact classes, are then analysed by nugg.ad according to their online behaviour. Based on **intelligent algorithms and machine learning, X-Cross creates target group models** from this data. These are then specifically addressed in online campaigns while taking into account the TV campaign contacts.



RESULTS OVERVIEW

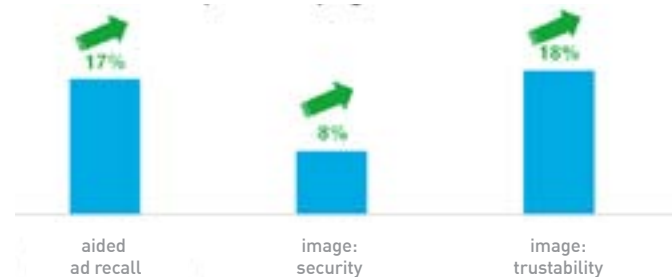
Contact distribution: TV and online video



Share of online only video views (no TV contact)



Uplift: campaign KPIs



FEEDBACK:

„As an advertiser, we do not only need to be present in online media but it is our goal to synchronise the channels in a best possible way in order to optimally distribute our brand message. With X-Cross, we were able to increase the efficiency, i.e. net and gross reach, as well as the effectiveness regarding the brand image of PayPal.“

Anja Urlichs, Head of Marketing of PayPal

„TV advertising alone is often not sufficient anymore to effectively reach target groups these days. Thus, to add online video contacts is becoming a necessity. The example of Paypal distinctively shows which value is added to the campaign success by an integrated campaign distribution“

Michael Marzahn, Managing Director Optimedia Düsseldorf

„The integrated distribution of campaigns on TV and online has been stirring the industry for quite some time now. This is why we are happy to offer our clients a solution which is based on the best data sources available in the market and which can be called into action individually for campaigns“

René Lamsfuß, Managing Director of Ninah

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