



Smart data collaboration: Customised consumer targeting with Ekstra Bladet, Super Brugsen & nugg.ad

**+50% more instore shoppers & awareness
+78% higher ad recognition**

The cooperation of Ekstra Bladet, Super Brugsen and nugg.ad enables highly effective consumer targeting with impressive results: **+78% higher ad recognition** and about **+50% more awareness and instore shoppers**.

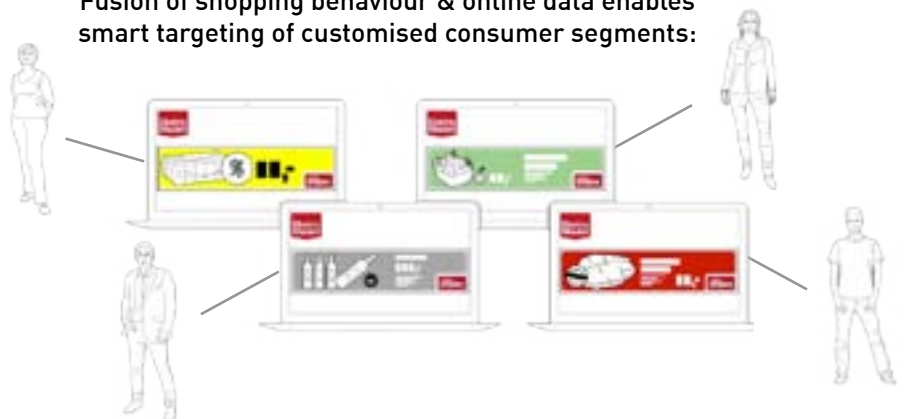
THE COOPERATION

Super Brugsen, one of the largest supermarket chains in Denmark and the leading Danish publisher Ekstra Bladet have created a unique data-driven advertising approach: Ekstra Bladet has about 1.7 Mio. weekly online users, Super Brugsen registers more than 1.5 Mio. purchases per week in more than 220 stores. Powered by **nugg.ad's smart audience technology & expertise**, they created individual shopper segments, by merging anonymised shopping data with online user data.

nugg.ad METHODOLOGY

Shopping metadata and user data from Super Brugsen have been analysed by nugg.ad's **Data Science Experts** and fused with nugg.ad's audience segments such as shopping targeting variables and socio-demographics. A comprehensive anonymisation approach ensures **maximum data protection**. To reach the customised shopper segments effectively, **nugg.ad's unique machine learning technology analyses audience data in real-time on the Ekstrabladet.dk website**.

Fusion of shopping behaviour & online data enables smart targeting of customised consumer segments:



CAMPAIGN

Super Brugsen ran a campaign for 2 weeks at Ekstra Bladet, based on the merged segments. Targeted creative ads have been used, which differentiated from each other by different **carefully selected products and individual style, design and tone to match the preferences of the different user segments**.

RESULTS

The results measured by **TNS Gallup** across more than 4.000 users are more than convincing: The targeted campaign shows a **very high increase of +78% in ad recognition and +48% in ad awareness** in comparison to users without ad contact. There was also a remarkable **increase of about +50% in instore shopping behaviour at Super Brugsen** – a whole new efficient way of digital marketing based on smart data expertise & technology.

Research by TNS Gallup – targeted ad contact vs. users without campaign contact:

	AD AWARENESS +48%	AD RECOGNITION +78%	INSTORE SHOPPERS + ~ 50%
APPROACH	Creating individual consumer segments for highly effective targeting, based on anonymised shopping & user data		
CAMPAIGN	Premium display campaign at Ekstrabladet.dk with targeted creative ads optimised for the shopper segments / 2 weeks		

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