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-Claus Welter, Head of Online-Marketing & E-Commerce Development, ROLLER GmbH & Co. KG

ROLLER & adlicious make traditional media planning redundant

It is of no surprise that ROLLER as a furniture discounter pays a lot of attention to the last decimal place of their marketing KPI's. But no one would expect that such a traditional company would want to make traditional media planning redundant in their marketing mix.

„Up to what volume are we able to efficiently scale our online marketing through Real Time Advertising (RTA) for the German market – demanding at least the same quality standards as in traditional media planning?“

ROLLER approached the experts of adlicious – an independent Trading Desk - with this question. The advertising effectiveness was determined with the help of a contribution score algorithm of the multichannel tracking system called EXACTAG. The results were then compared to traditional media buying.

The result

According to the proof of concept provided by adlicious, the maximum volume that can be programmatically scaled on a monthly basis is 32 million unique users, 140 million ad impressions and over 300.000 clicks.

In comparison to traditional media buying on Ströer-inventory, the largest German publisher, the EXACTAG contribution score identified a purchase probability uplift of 11% - and at the same time reducing media costs by 93%. Obviously, with the advantages of programmatic media buying such as global frequency cappings of 4-6 contacts per user across all publishers, targeting distribution losses can be reduced enormously.

Requirements

...from ROLLER were to meet the same quality standards known from traditional media planning, such as exposure on transparent premium inventory within pre-defined whitelists, as well as eye-catching large formats such as Half Page Ads (300x600) and Billboards (970x250).

„Outstanding results“

adlicious' programmatic approach was able to beat traditional media planning in fundamental aspects: through profile-, sociodemographic and interest-based targeting the target audience can be reached efficiently – without distribution losses.

Due to the outstanding results delivered by adlicious, ROLLER subsequently put them in the strategic lead for their international display advertising efforts, helping ROLLER to expand successfully into international markets.

Bottom line

„Finally RTB has become so powerful that advertisers are able to choose from the very best of all worlds and not the lesser evil – even when scaling up to large volumes “, says Claus Welther, Head of Online- Marketing & E-Commerce Development at ROLLER.

„A lot of decision-makers in marketing yet do not realize the huge potential programmatic technology provides today. Or they are afraid to leave familiar paths. That is why we are so excited that a traditional company like ROLLER enables us to show that the time of traditional media planning is over“, underlines Viktor Eichmann, co-founder of adlicious.

About adlicious:

adlicious is an independent Trading Desk, operating successfully in a highly competitive environment with companies such as Rocket Fuel, eComCon, Media IQ Digital und Spree7 (MediaMath). The heads behind adlicious are a well attuned and experienced team which is regularly featured in specialised press such as Adzine, Onlinemarketing.de or W&V. Their client base consists of well-known and innovative companies such as Trivago, WeltSparen, Sage Software, C&A, Brille24 or SWK Bank.

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