



FACTSHEET PERFORMANCE DISPLAY

DATA-DRIVEN DISPLAY ADVERTISING

In a digital world, display marketing is not only a reliable performer when it comes to unlocking new demand potential, it also plays a significant role in the development of brand recognition. User-centered standard and native advertising form the basis of display campaigns. Our innovative tracking technology and continual analysis of behavioral data in addition to user-specific traits allow for the targeted delivery of your advertising campaign. That means that the primary recipients of your advertising message are those users who are statistically most likely to make a purchase. With our centrally administered performance network, we create a balance between awareness and response for your brand in target-oriented media ecosystems. Content display ads combined with performance-based post-view tracking make conversions trackable and facilitate the continuous improvement of relevant KPIs. Classic display marketing thus becomes a new type of data-driven marketing: Performance Display.



- **User-centered advertising:** multi-dimensional, data-driven interaction with users along the entire sales funnel
- **Measurable target attainment:** minimized scatter loss and increased conversion rates via improved targeting and tracking
- **Premium reach:** thousands of high-value websites across Europe bundled into a single performance network
- **Positive brand awareness:** voluntary advertising media consumption through unobtrusive content display formats
- **Low cost risks:** Performance based billing options based on CPO, CPL, CPM, CPC or hybrid systems.
- **Brand protection:** Adherence to all EU/EC data privacy laws along with comprehensive brand protection measures

Summary:

User-centered Performance Display campaigns generate enormous reach. With limited organizational effort, you can achieve a wide variety of goals, including increased user engagement and brand recognition, generation of leads and conversions, strengthening of brand trust and customer loyalty, and lead and traffic generation during sales promotions, providing a complementary measure to TV, print and additional online campaigns.



The Reach Group's goal is to make digital communication more efficient and effective. The core of this strategy is a steady focus on the end customer. Advertising methods dynamically address the personal needs of the consumer within the customer journey while taking into account current data protection regulations. The process starts at the first moment of contact with a brand, continues throughout the purchase decision process and goes beyond to the establishment of long-term brand loyalty.