



04 February 2025

Generating new customers with 1st party data



CONVERTO

DAGORÀ
LifeStyle - Innovation - Hub

WELCOMES ITS NEW MEMBER

CONVERTO AG

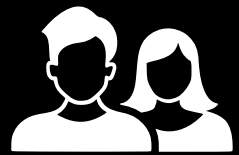
CONVERTO
CONVERTING IDEAS INTO IMPACT.

#BUILDINGCOMMUNITY

EUROPE'S FIRST ADDRESS FOR DATA-DRIVEN MARKETING & SALES

We grow client success by data-driven excellence

At The Relevance Group, we unlock the potential of data monetization, empowering sales & marketing leaders to enhance their business impact.



285 employees at 6 Locations in Europe



Over 400 clients from all relevant sectors



Over 40 million in total revenue



Committed to data protection across Europe



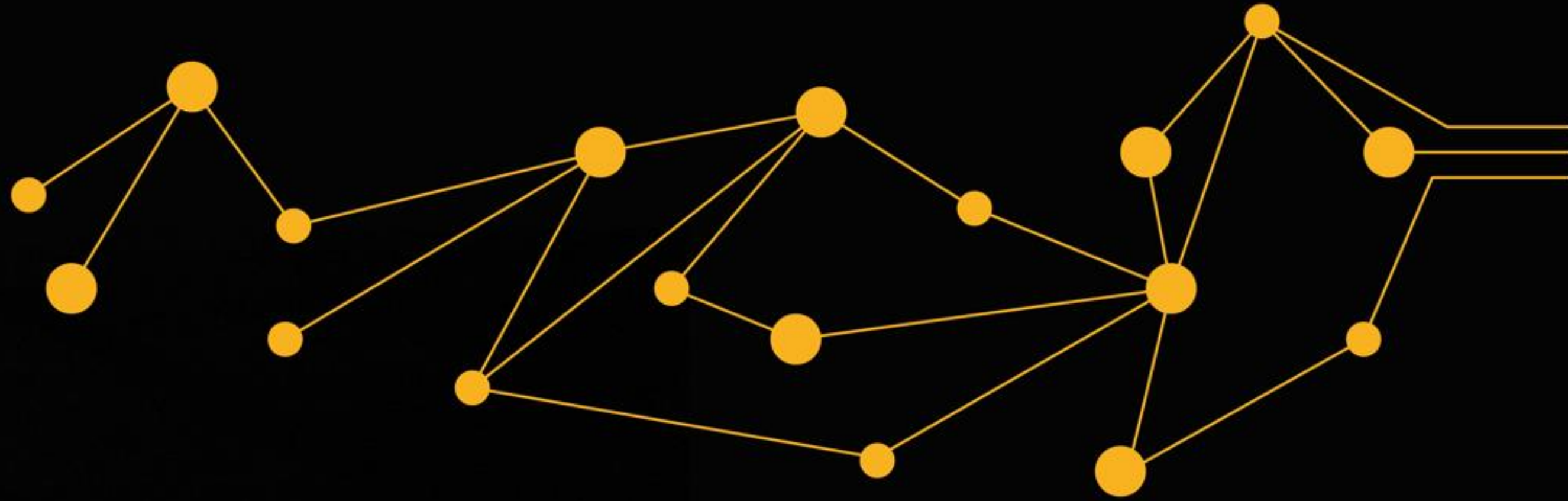
Key Campaign Facts



Key Campaign Facts



- **Campaign Period:** 1 September – 5 November 2024
- **Languages:** German & French
- **Ad Formats:** Video & Display Ads
- **Distribution:** Premium websites in the German- and French-speaking regions of Switzerland
- **Targeting:** Segmentation based on 1st party data



Campaign Goals

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The campaign focused on both increasing ticket sales for **new clients (conversion rate)** and improving the **click-through rate (CTR)** to encourage as many users as possible to engage with the ads.





Campaign Mechanics

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- **Targeting:** Ads were strategically delivered to potential visitors based on 1st party data segmentation. A portion of the served impressions was later used for website retargeting.
- **Formats:** The client created the advertising materials based on Converto ad specifications
 - **Display Ads:** High-quality visual banners in various formats.
 - **Video Ads:** Emotionally engaging video spots designed to drive bookings.
- **Optimization:** Real-time performance analysis with continuous adjustments to maximize CTR and conversions.

Europa Park had access to Converto Analytics, enabling live campaign tracking.



EUROPA  PARK®

 RULANTICA



Campaign Results



Campaign Results

- **Impressions:** 1,400,000
- **CTR:** Exceptionally high at 4.34%
- **Clicks:** 60,148
- **New client Revenue:** €290,720



Next steps



Next steps

Data clean room campaign:

- Pure 1st party data driven campaign
- Extend campaign from Rulantica with a broader target group to more specific segments like
 - Fine Dining – Eatrenalin
 - VR – Yullbe
 - Corporate – Confertainment – B2B Targeting



IMPLEMENTATION EXAMPLE WITH AI-MODELL

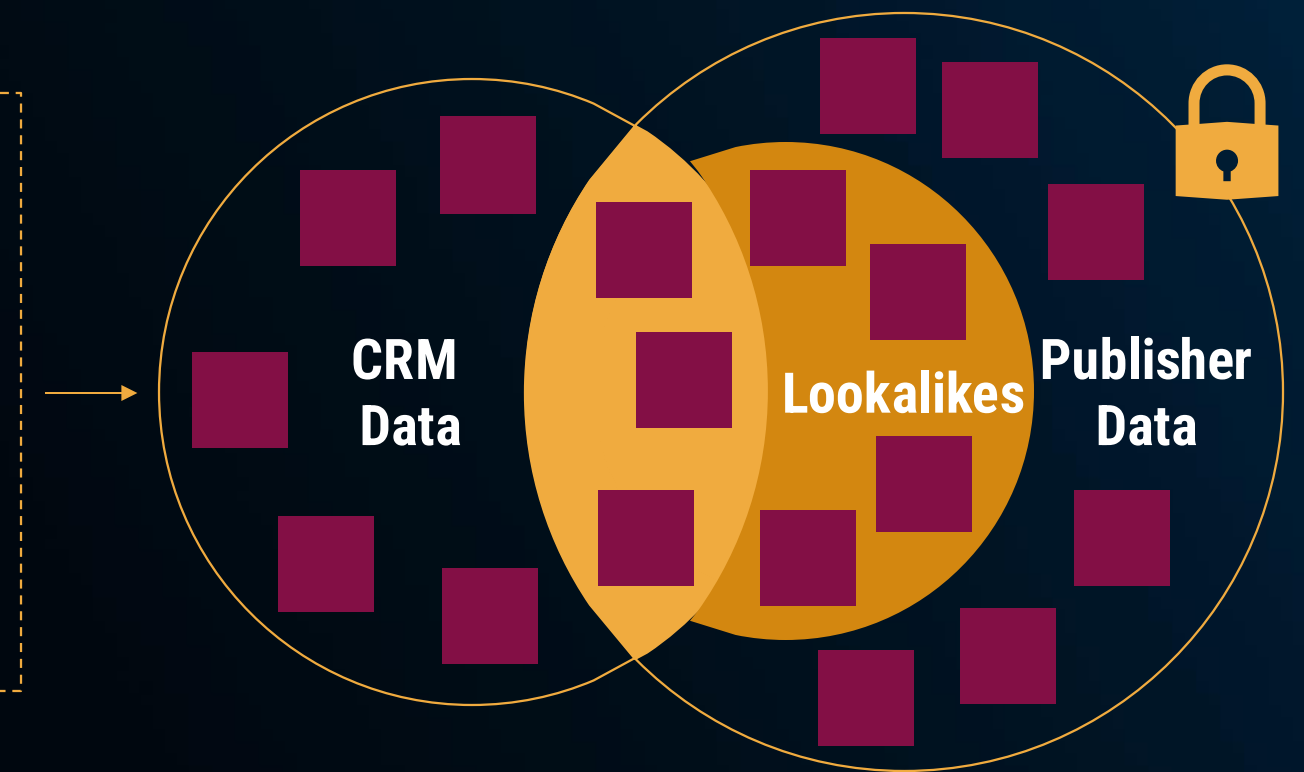
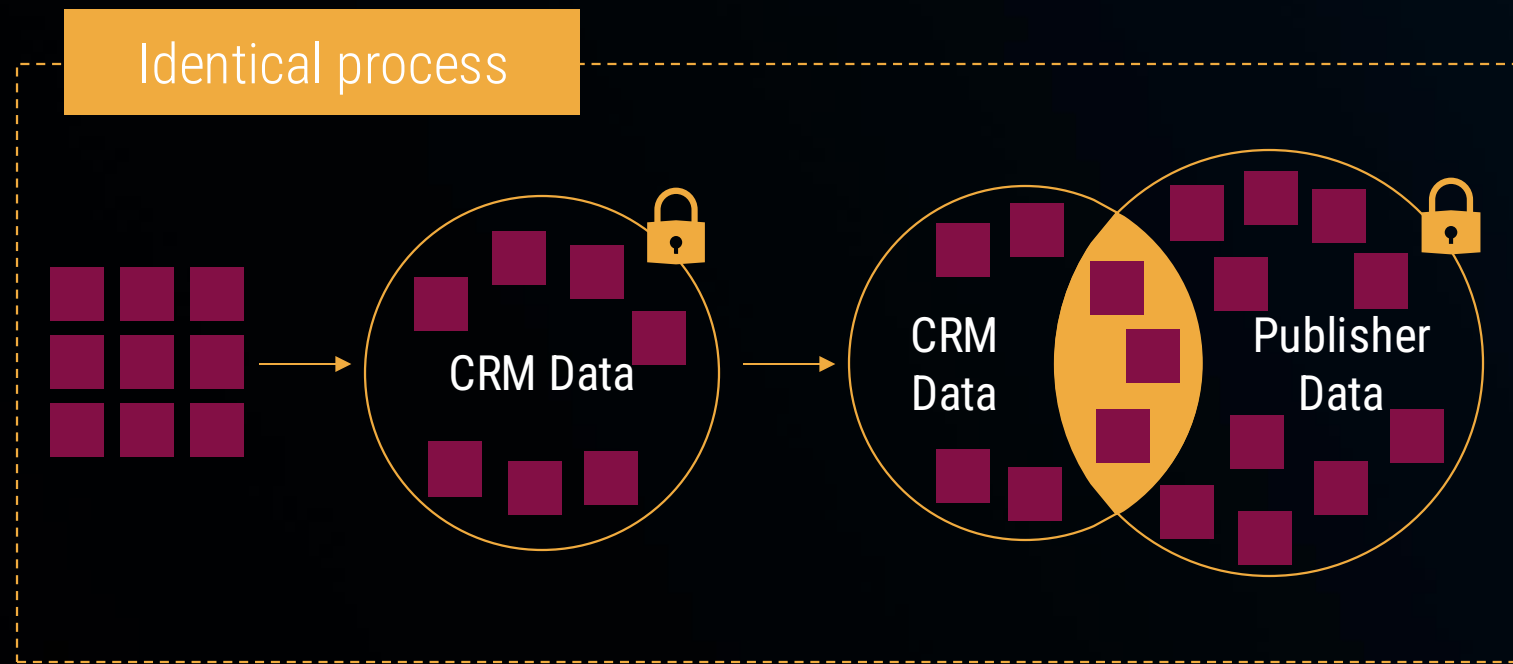
Search for new customers with the same profile as known users

Durchgeführt von

Client

CONVERTO

Data selection



Description

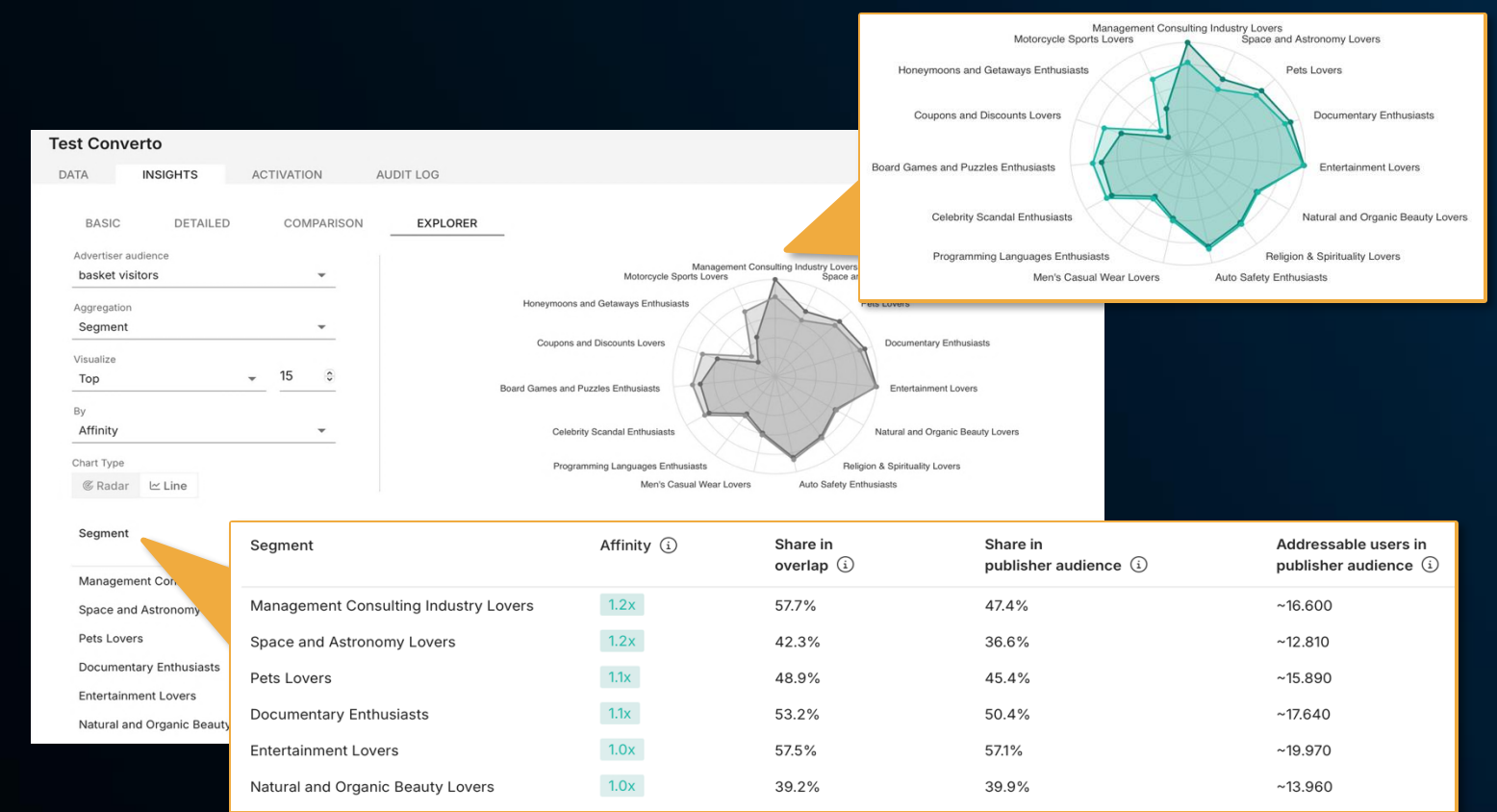
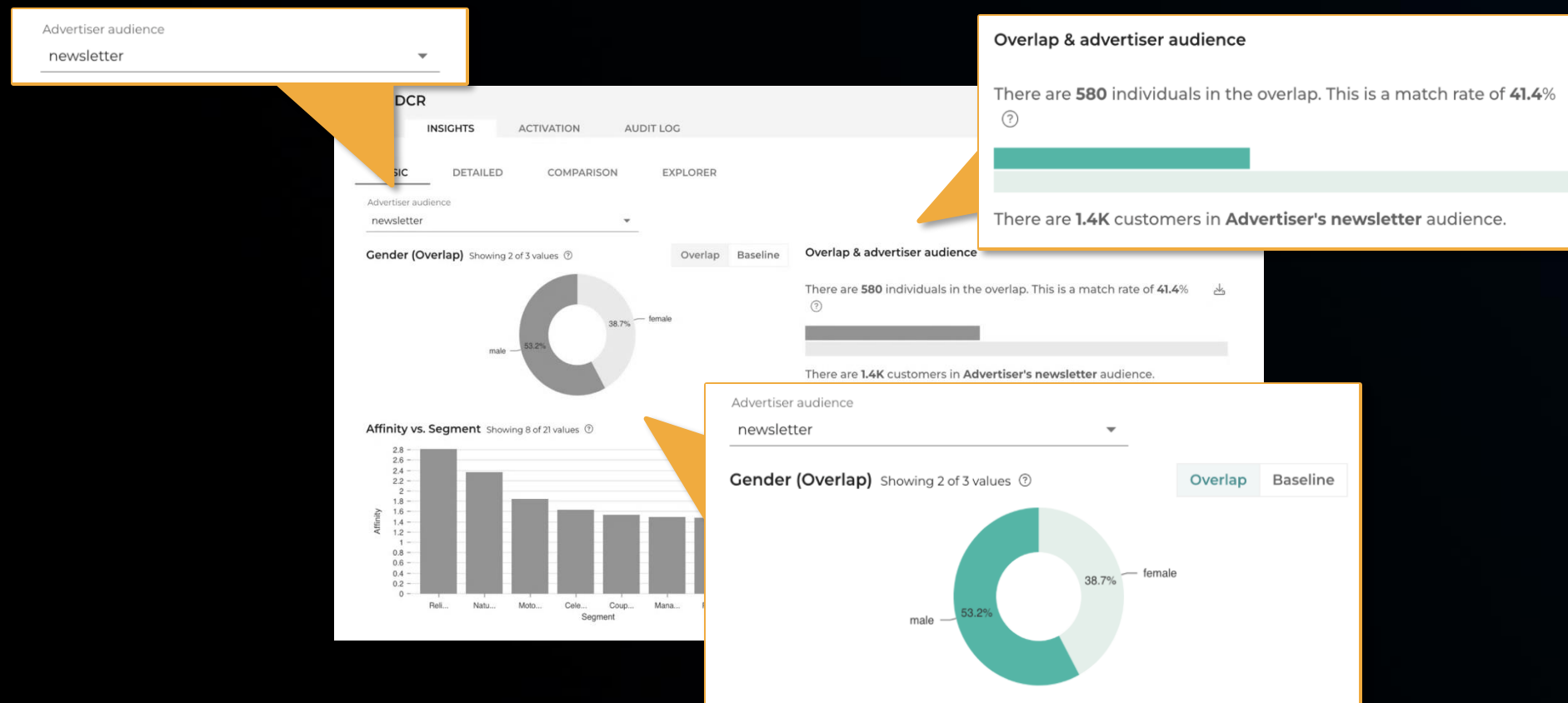
Selection of new or top customers

Encryption and upload of the selection to a DCR

Additional search of the same profiles as current buyers in the publisher data and targeting via connected inventory

DATA INSIGHTS HELP FINE-TUNE CAMPAIGNS ACROSS MARKETS

Audience analyses reveal new perspectives and enable the personalization of advertising campaigns



Audience Insights

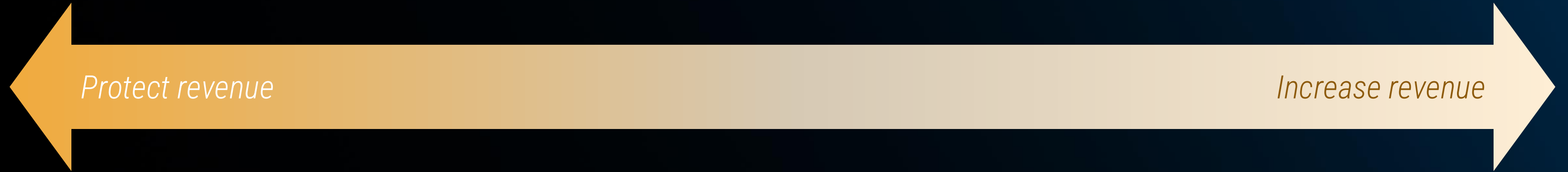
Audience insights before the campaign support planning and can provide the basis for personalized creative design

Audience Explorer

Audience Explorer enable deep dives on target groups and help enrich personas and contextualize campaigns

WHICH USE CASES CAN BE IMPLEMENTED

Data Clean Rooms secure existing revenue and drive future growth



Reduce **bounce rate** at key moments

Revive **dormant customers**

Exploit **individual customer potential**

Refine data and be even more precise

Prevent cannibalization among existing customers

Initiate **repeat purchases** in time

Identify and address **future top customers**

Enter a **new market**

CONVERTO

Satisfied customers across industries

PKZ

NESPRESSO®

EUROPA PARK

MIGROS

TGV Lyria



UBS

CSS

Sunrise

★ Heineken®

dyson



HIRSLANDEN



Roche



BUCHERER
1888

ilb 1861



HSR
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RAPPERSWIL

BRACK.CH



St.Galler
Kantonbank



BOSCH

Hotelplan

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