

# Case Study

# Deutsche Telekom

## MagentaMobil Start

PROGRAMMATIC  
FULL STACK  
BRANDING



### Objectives

Launch Deutsche Telekom's new prepaid mobile product, MagentaMobil Start.

Promote awareness of Deutsche Telekom's new prepaid mobile product, MagentaMobil Start to target audience.

Drive traffic to the Deutsche Telekom website.

### Solution

This campaign was the start of a new strategy for Deutsche Telekom – to start fully utilizing the first party data at their disposal and to start advertising using RTB for both branding and performance activity, as well as using Adform Audience Extension.

**Format:** Billboard and Half Page (Double MPU)

**Devices:** Desktop, tablet and smartphone

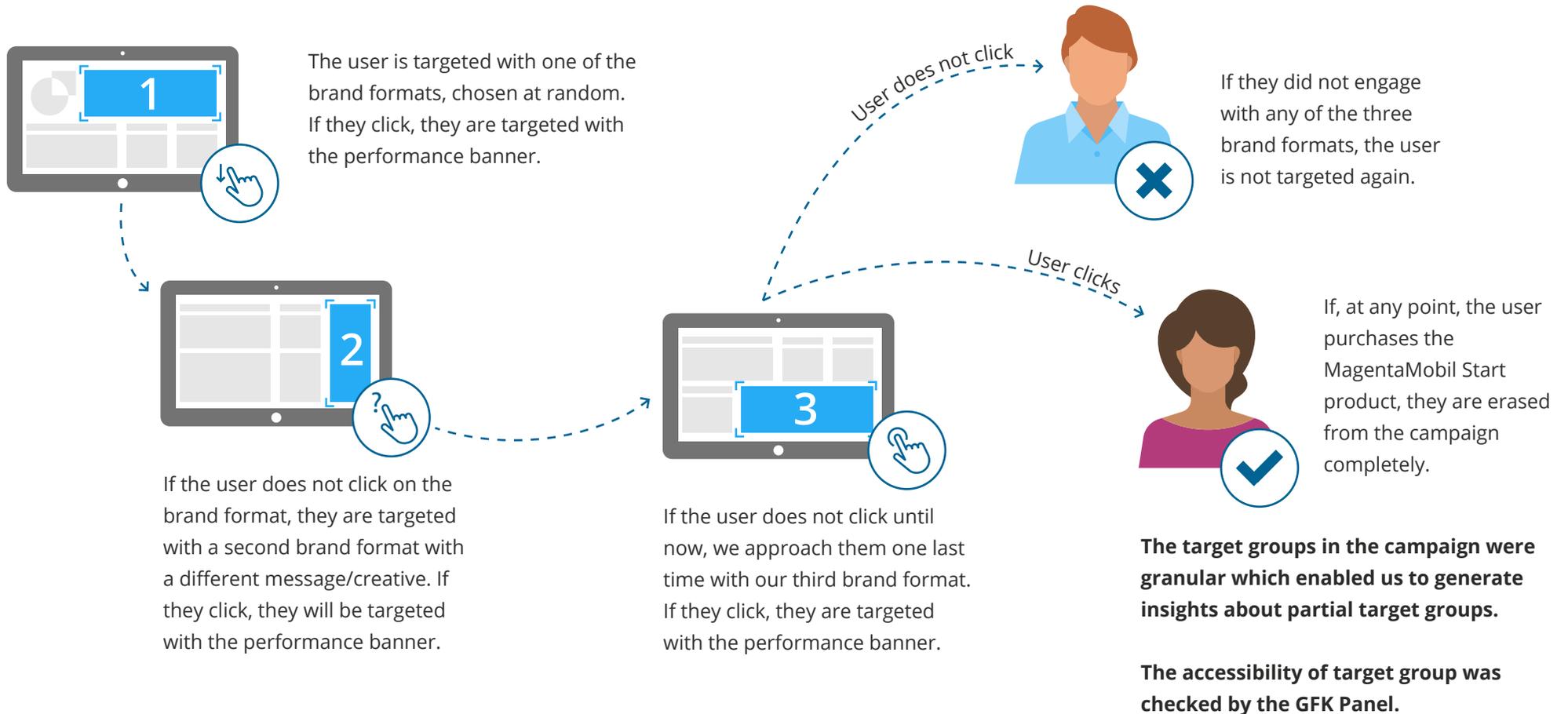
**Placement:** The campaign was delivered exclusively on deals. The deals were negotiated with the largest media owners in Germany.

**Trading:** Programmatic Advertising

**Data:** New customers, aged 30-59 (predominantly male). Deutsche Telekom's first party data, Adform Audience Extension and campaign optimisation strategies, 3rd Party Data for key word advertising (semantic advertising).

[Click here](#) to see the campaign on our Creative Space.

# To ensure the right user is targeted with a relevant advert, this campaign was executed in various phases:



*The designs for Deutsche Telekom's MagentaMobil Start Billboard and Half Page ads are simple and engaging – great examples of how Rich Media works to enhance awareness, promote engagement and increase sales for premium brands.*



- ✓ 500 MB Datenvolumen
- ✓ Surfen mit LTE-Geschwindigkeit

NUR  
9,95€/MONAT

Mehr erfahren

ERLEBEN, WAS VERBINDET.

## Results



**CTR:**  
**0.17%**  
(3x higher than MediaCom benchmark and over 2x higher than the Global Average CTR for standard banner campaigns in the Business sector\*)



**Engagement Rate:**  
**6.62%**  
(23% higher than the Global Average Engagement Rate for standard banner campaigns in the Business sector\*)



**Engagement Time:**  
**8.6 secs**  
(nearly 20% higher than the Global Average Engagement Time for Rich Media campaigns for the Business sector\*)



**Time spent on the landing page was on average 5x higher** than the MediaCom benchmark



Sales Uplift

**Online sales increased by 40%** overall/during whole campaign runtime



Sales Uplift

**In-store sales increased by 18%** the week after the campaign launched

\*According to the H1 2015 Adform Digital Advertising Benchmark Report.

# FÜR ALLE, DIE VIEL SURFEN

As well as using the extensive set of brand and performance metrics via Adform, Deutsche Telekom also commissioned an independent market research company to measure brand uplift as a result of this campaign.

The results show significant increases in all relevant marketing KPIs e.g. in the male target group, there is a 7% increase for product awareness and 11% for ad recognition. From a performance perspective, there was an increase of 40% in online sales and 18% in offline sales.

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*We used a large and diverse set of emetriq segments and found that the quality of data was much higher than the usual segments used from different publishers. Hence, the audiences we reached via programmatic trading were much more accurate than the audiences we reach via direct bookings - we can see that this represents added value for the entire customer journey.*

*Going forward, I am excited to see how we can eliminate data silos to generate holistic learnings (Social, Social Video etc.). It is always a pleasure working with Deutsche Telekom – such early adopters in bringing real-time advertising in-house with their use of the Adform full-stack.*

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**Sabine Holz,**  
Managing Partner,  
Digital Media Planning,  
MediaCom

**Stefan Sommer,**  
responsible for the  
Data Driven Advertising Eco-System,  
Deutsche Telekom

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*Using Adform for all of Deutsche Telekom's global ad planning, buying and serving needs, as well as data management, has dramatically changed our digital advertising strategy. We see data ownership as crucial for optimizing our advertising across awareness and performance digital media.*

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