Every penny spent on media had to count. We needed to drive high levels of awareness and engagement with a trusted and diligent media owner. JustPremium always delivered strong results for us in the past and so we had every faith that they would do the same for this highly anticipated campaign, all whilst making the entire process as seamless as possible.

— Deborah Batchelor, Planning Manager, Zenith
Campaign Objectives

1. Build Brand Awareness
   Increase consideration in core international markets by leveraging Masters Partnership

2. Drive Click-Through Rate
   Measure site visits and optimise CPC by geos, publisher sites and formats

3. Increase Revenue
   Evaluate campaign on Click-Through and View-Through Conversions
JustPremium Solutions

1. Localized International Campaign
   Run targeted creatives in 6 markets in large-format high impact rich media ads

2. Context and Creative Drive CTR
   Test publisher site verticals, time of day and creative to optimize performance

3. Qualified Clicks Boost Sales
   Leverage premium publisher sites with relevant content to send qualified leads
Performance Highlights
Campaign Optimizations

- Throughout the campaign and across all geos we optimized towards the top performing sites that drove the highest levels of CTR performance and viewability.
- Gaming, tech and lifestyle websites delivered top performance.
- We saw the audience took a decisive action towards the brand when presented with the ads across sites within these verticals.
Top Performance Highlights

Viewability: 88%
CTR: 1.42%
CPC: £0.83

The results from this campaign are not related to the mock-ups displayed in this presentation.
Top Viewability and Dwell Time by Format

Viewability

Dwell Time
Best CTR by GEO

- CAN: 1.42%
- UK: 1.37%
- BR: 1.27%
- CN: 2.67%
- FR: 1.63%
- AUS: 1.32%
Best CPC by GEO

- CAN: £0.83
- UK: £1.14
- BR: £0.53
- CN: £0.71
- FR: £0.46
- AUS: £1.42
Third Party Research
• JustPremium partnered with Lumen to evaluate the advertisements against the following drivers

• **Viewable time**: The longer an ad is in view, the more likely it is to be seen

• **Ad Size**: Larger formats, and video formats, are disproportionately likely to be seen

• **Domain**: The website on which an ad is served has a big impact on its likelihood to be seen
Research

- Using Lumen’s eye tracking software, a desktop skin was tested for JustPremium
- 226 respondents were exposed to the ad, which was placed in-context on an article from the independent.co.uk
- After, they were asked spontaneous and prompted brand recall questions
Attention by Channel

- The top of the skin does well to capture attention with **86%** of people looking here, far more than we would expect to view a standard billboard (51%)

- Attention to this high impact format is **23 x longer** than we would expect to be achieved from a standard desktop display format. Performance is even better than offline media channels like OOH (5.1 x) and Press (2.4 x)
5x Higher Brand Recall

- Looking at recall amongst those who the ad was viewable for we see that a third were able to spontaneously recall the brand and half were able to after a prompt.

- This is much higher than we would expect to see against standard display.
Highlights
Key Highlights

- **Overall Revenue Lift:** 15.65%
- **Deliverability:** 100%
- **Highest performing CTR:** China Skin with 2.67%
- **UK and France ran on additional formats:** Mobile Scroller (FR) and Mobile Skin (UK) and the performance across these hit 1.63% and 1.37% respectively
- **Best performing Vertical:** Gaming

This multi-national campaign drove a revenue lift of 15%
Recommendations

• For the next campaign, focus on the geographic regions that are driving the highest levels of performance and have lower CPC for the campaign, as well as significant reach to meet the KPI.

• Add additional pixels to the campaign to further track conversions as well as time spent on the site to ensure more qualified traffic.

• Depending on future KPIs, consider additional creative elements within the ad to further encourage the user to interact and spend time with the brand. Sliders, carousels and image galleries can all increase time spent and drive users towards a purchase decision.

• Continue to leverage custom high impact formats to drive maximum awareness and to drive qualified site traffic.
I’d highly recommend JustPremium for any advertisers looking for branding solutions, given their expertise across both Video and Display environments, and their wealth of custom formats.

JustPremium has been a great partner to work with, offering best-in-class creative solutions alongside strong media performance, exceeding upon client benchmarks and competitor performance alike.

— Timi Akande, Programmatic Account Supervisor, GroupM (Toronto)
Our Travel Clients

easyJet  Emirates  EVA AIR  XoJet

TUI  KLM  Turkish Airlines

Delta  Jet2.com

The results from this campaign are not related to the mock-up displayed in this presentation.
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