

OUTSTANDING USER QUALITY:

EPROFESSIONAL AND ADDEFEND ACHIEVE A 59% BETTER CUSTOMER QUALITY RATE

The two companies from Hamburg address users of blocking technologies for a common customer and significantly increase both customer quality and viewability

Campaign Background

Since January 2019, EPROFESSIONAL has been running a campaign for a customer from the service industry on the AdDefend reach. The goal of the campaign is to win as many new customers as possible for a contract. With various variants of unobtrusive display ads, a new target group is addressed, which is difficult to reach due to the use of blocking technologies.

The campaign by EPROFESSIONAL and AdDefend achieved 59% fewer contract rejections (compared to the regular reach) for the common customer.

Which KPIs are crucial?

In the customer's industry, the rate of rejected or unaccepted customers is a special KPI of a campaign. It is a widespread problem that contracts fail on the part of the provider due to the lack of creditworthiness of the applicants or due to purchase fraud. In industries in which many contracts are concluded, it is common that many customers are rejected. It is therefore of great importance to consider the actually concluded contracts in comparison to the number of gross orders for the campaign success. The campaign performance shows an above average rate of accepted customers on the AdDefend reach – 59% fewer customers were rejected compared to the regular reach.

AdDefend achieved a 59% better rate of successfully signed contracts. The quality of the users that EPROFESSIONAL addresses for its customer on the AdDefend reach is therefore higher and more reliable than on the regular reach.

+59%

successful contracts via the
AdDefend reach compared
to the regular reach

The „NAC“ (not accepted customer) rate shows how many applicants for a contract were rejected by the brand due to poor credit-worthiness or purchase fraud.

EPROFESSIONAL was able to realize an **above average viewability rate of 65%** for its customers via the AdDefend reach.

Average
visibility rate **57%**

Visibility rate for display advertising
in Germany (according to Meetrics Q2/2019)

In addition to the low contract cancellation rate on the AdDefend reach, an above average viewability rate could be achieved. As an average value for the visibility rate of display advertising in Germany, Meetrics measured a viewability rate of 57% for the second quarter of 2019. The campaign of EPROFESSIONAL on the AdDefend reach achieved an above average viewability rate of 65%.

Average
AdDefend
Visibility rate **65%**

+14% VIEWABILITY

Attention – the currency for free content

Attention is the currency in a digital world where users enjoy free access to the content of their choice. According to the BVDW, as of Q4 2019, 23.2% of German online users surfed with an ad blocker. AdDefend enables advertisers to reach this target group. Unobtrusively designed and well-placed online ads that do not overlay the content achieve great performances. Leading digital marketing agencies such as EPROFESSIONAL successfully address these blocked users with the AdDefend solution and increase the performance for their customers.

Viewability is becoming one of the **most important KPIs** in online advertising. When it comes to the competition for the most popular placements, a very important KPI is often neglected – visibility.

About EPROFESSIONAL

EPROFESSIONALs Digital Data & Technology Consultants are partners of strong international brands, leading web portals, high-performing web shops and successful multi chain stores. 140 consultants and tech experts provide strategic advice, create individual technical solutions and implement tool stacks.

In addition to technology & consulting, the range of services includes the control of channel-specific and cross-channel branding and performance campaigns from the areas of SEA, SEO / UX, content, social media, display, video and Amazon advertising as well as affiliate and product data marketing. In addition, the development of tailor-made data and tool solutions, the conception and implementation of strategic online products as well as the implementation of workshops and support for in-house projects are among EPROFESSIONALs services.

About AdDefend

AdDefend is the market leader for online reachability. As a strategic partner, the company enables its customers to reveal the full potential of their reach and their online campaigns with maximum efficiency.

Through the successful development and use of in-house software solutions and many years of cross-industry marketing expertise, AdDefend makes it possible to effectively address target groups that are no longer reachable due to technical barriers. Internationally operating publishers, agencies and advertisers count on AdDefend when it comes to exploring the maximum potential of online campaigns in order to address new buyer groups as well as reactivating existing target groups. This improves campaign KPIs such as visibility and click and conversion rates.

The success is measurable: Customers from a wide variety of industries discover new sales potentials and achieve an increase in net reach of more than 20 percent.