

Ameropa

Campaign Insights

III Media Match Maker

Ameropa Bahnerlebnisreisen - Campaign Insights

Overview

600,328

Impressions

14,135

Clicks

2.4%

Click Through Rate (CTR)

47%

Video Completion Rate (VCR)

38%

Engagement rate

135

Conversions

99

Assisted Conversions

Assisted conversion - a marketing channel contributes to a conversion but is not the last interaction

Retargeting vs. Reach

	Impressions	CTR	Hard Conversion	Soft Conversion
Reach	450k	2.7%	1	15
Retargeting	150k	1.2%	27	92

Most of the conversions were post-view = a reminder for action.

Comparison Instream/Outstream - Reach Campaign

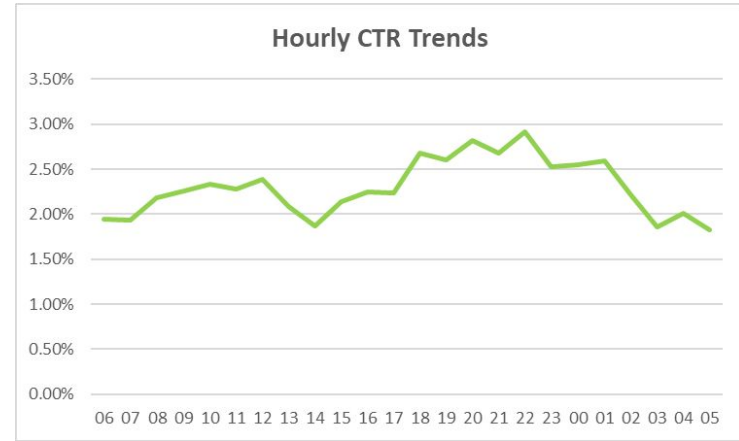
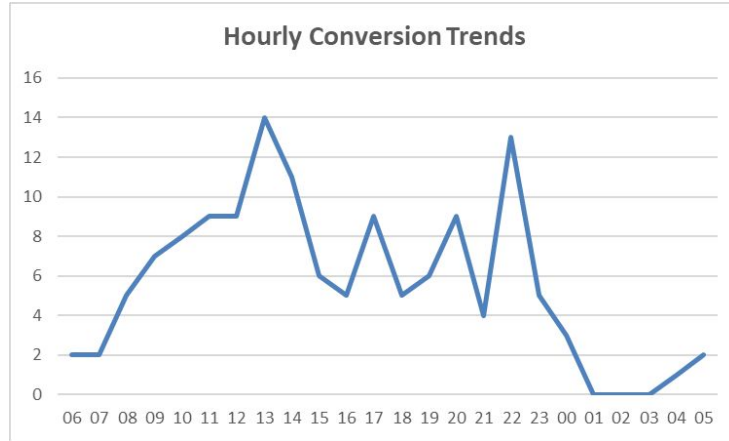
	Impressions	CTR	Hard Conversion	Soft Conversion
Instream	50%	2.8%	-	7
Outstream	50%	2.7%	1	8

Reach Campaign Targeting Comparison

	Group's name	CTR	Conversion
By groups	Destination Travel & rail travel group	2.9%	1
	Bicycle Travel group	2.2%	-
	Luxury Travel group	2.4%	4
	Family Outdoor group	2.3%	-
All groups together		2.9%	11

The campaign started with targeting each of the audience groups agreed. In parallel there was also a targeting of all groups together. The outcome of All groups together was better, probably due to optimization reasons.

Comparison of Daytime



The hours with the highest conversion rate were 10:00-14:00 and 22:00-23:00

Best weekdays for conversion were Friday- Sunday

Comparison of cities

	Impression	CTR
Berlin	25.5k	2.4%
Hamburg	17k	2.9%
Munich	13k	3.1%
Frankfurt	10.5k	2.6%
Nuremberg	9k	3.02%

Presented cities had the highest CTR and sufficient number of impressions.

	Conversion
Berlin	10
Ulm	5
Hamburg	4
Bocholt	4
Munich	3

Top cities with the highest number of conversion.

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