



ONLINE POST CAMPAIGN ANALYSIS

DENMARK
SEPTEMBER 2013



CAMPAIGN OVERVIEW



Campaign:

Emirates
A380 Product and
Network Campaign

Period:

Week:
35-38 2013

Creative:



KEY CAMPAIGN FIGURES

EPINI^QN



519.629 are in the target group – Age 30-60, household income of minimum 750.00 DKK



We have reached a total of 1.419.160 with 145.848 in the target group. A reach in TG of 28,1%



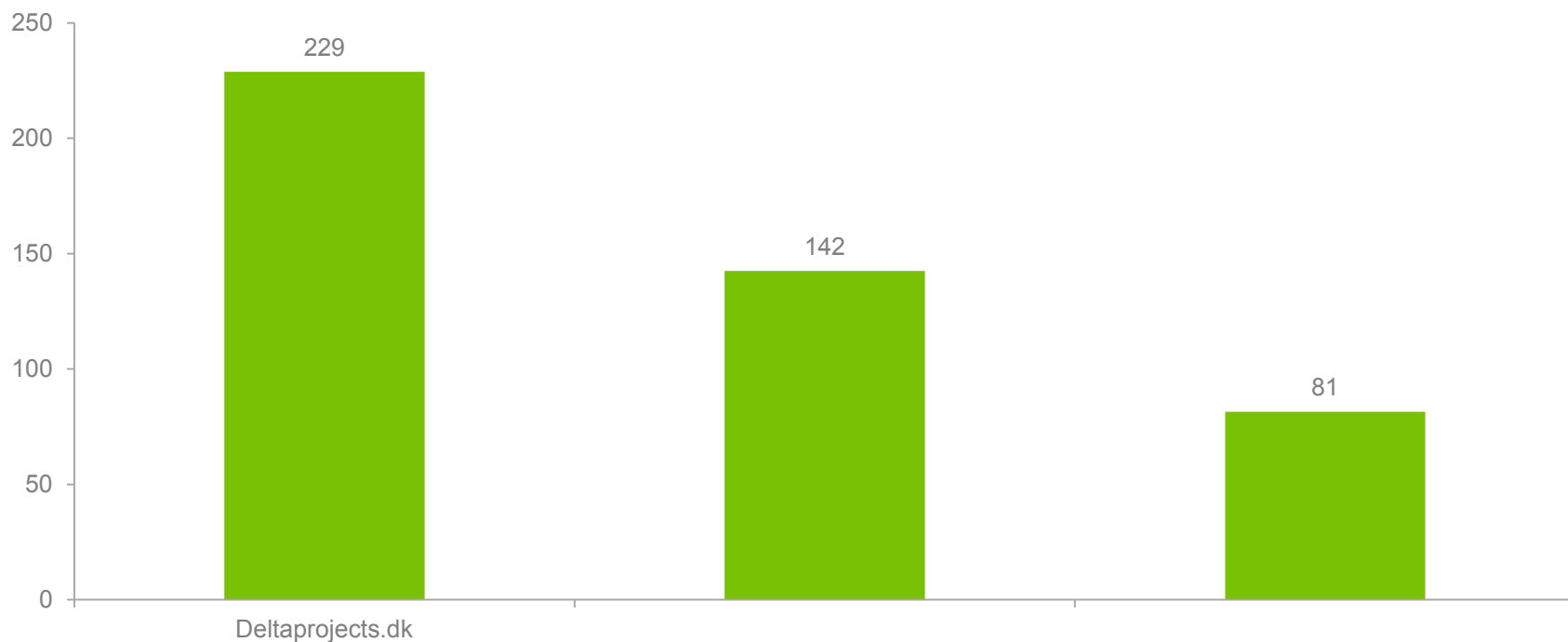
The average exposure frequency in the target group is 5



Unique contact price in the target group approx. DKK xx

COST PER IN-SCREEN IMPRESSION SCORE

The score is based on how many impressions we got and the cost of these.



Deltaprojects.dk



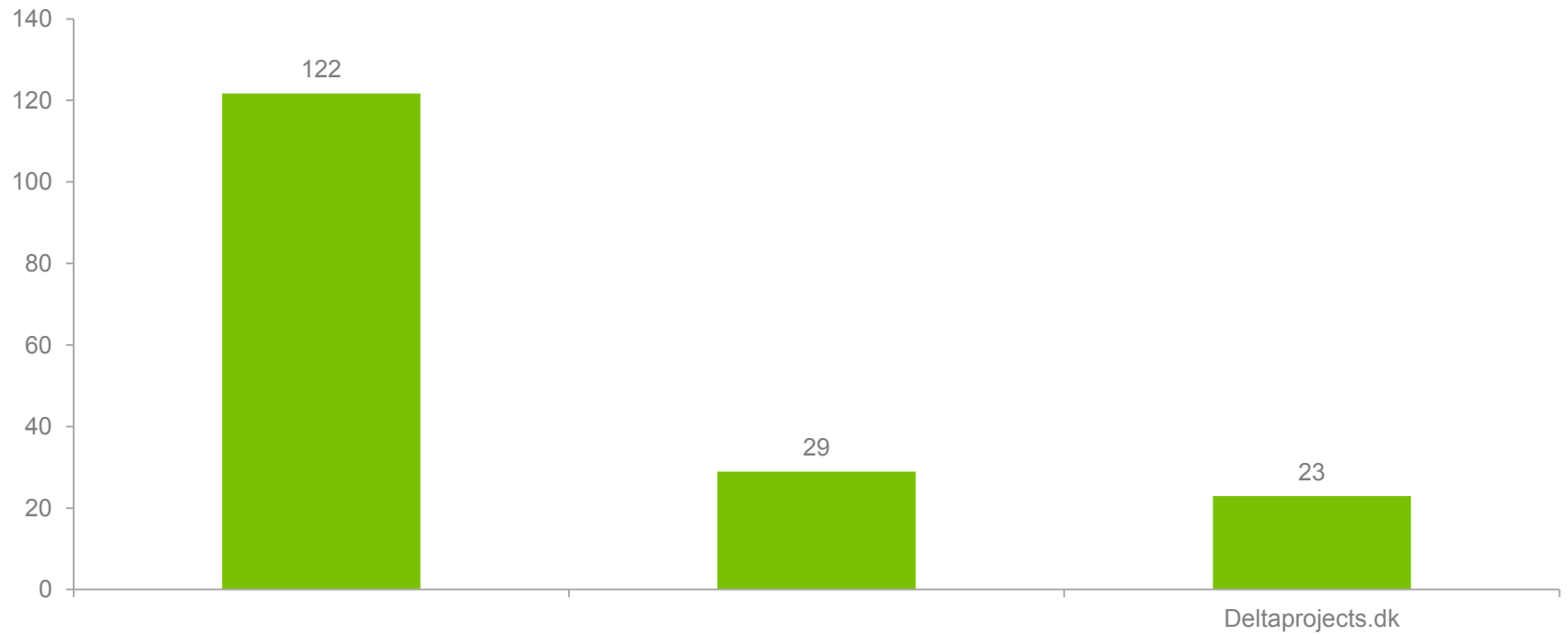
Awareness

Engagement

Passion

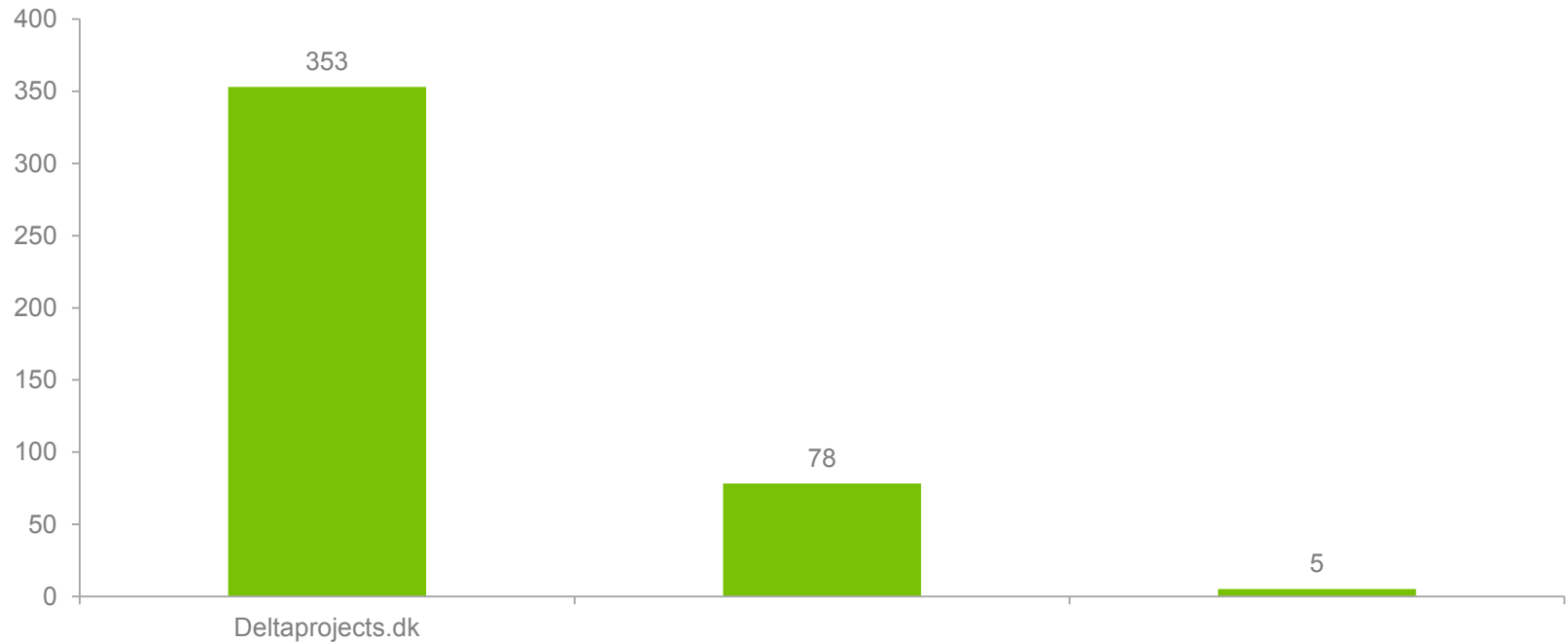
COST PER CLICK SCORE

The score is based on how many clicks we got and the cost of these.



COST PER INTERACTION/CONVERSION SCORE

The score is based on how many conversions we got and the cost of these.



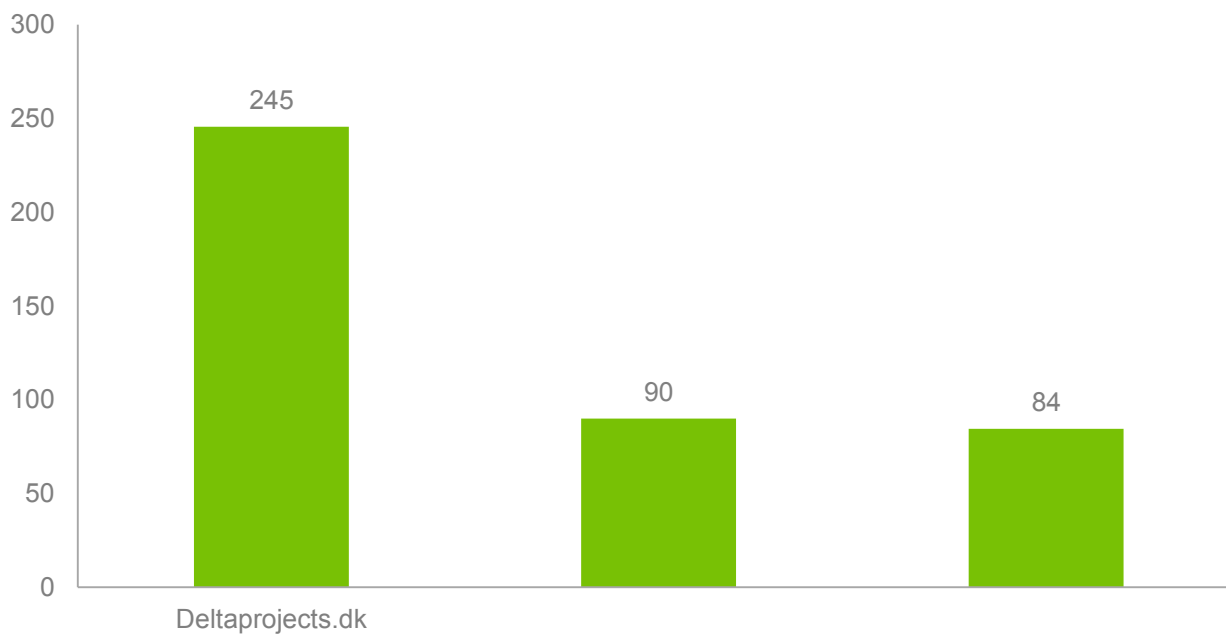
Awareness Engagement Passion

COST MEASUREMENT RESULTS

Weight: 30%

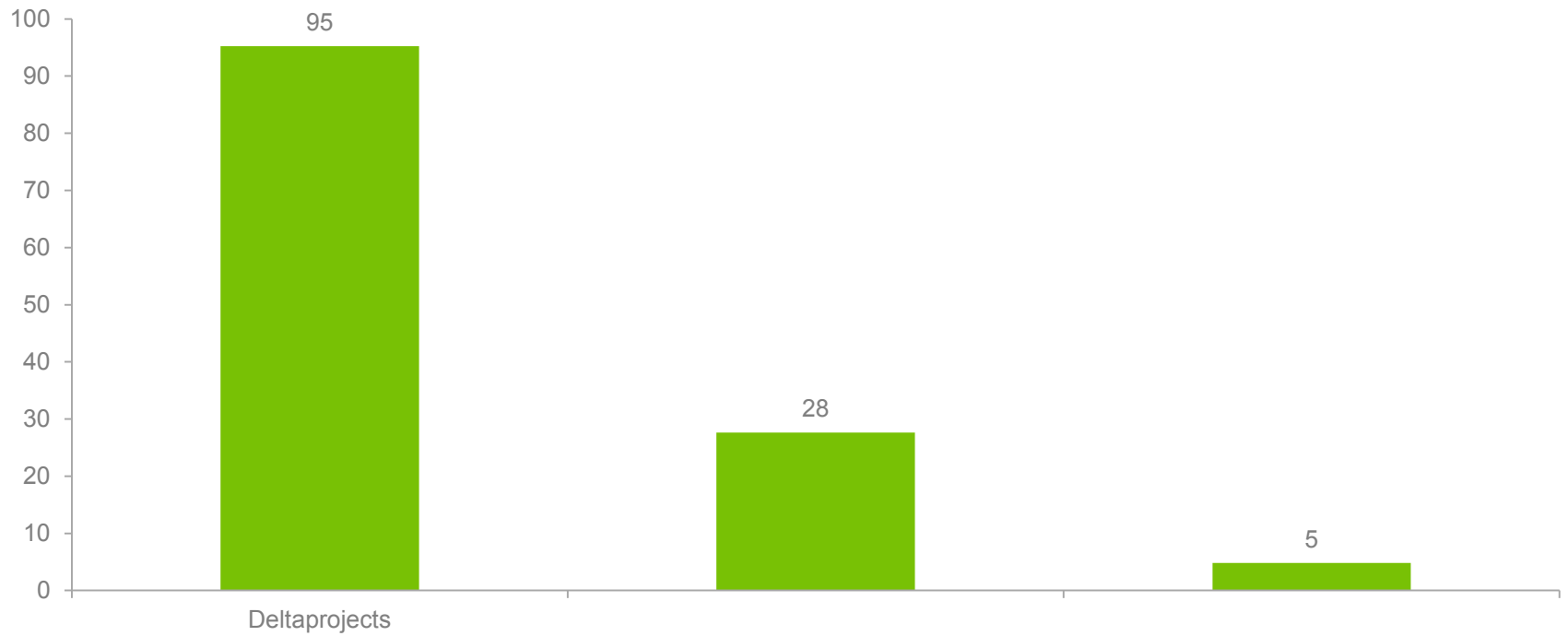


Deltaprojects had by far the best impression score and conversion score, and thus end up with the best overall cost measurement score.



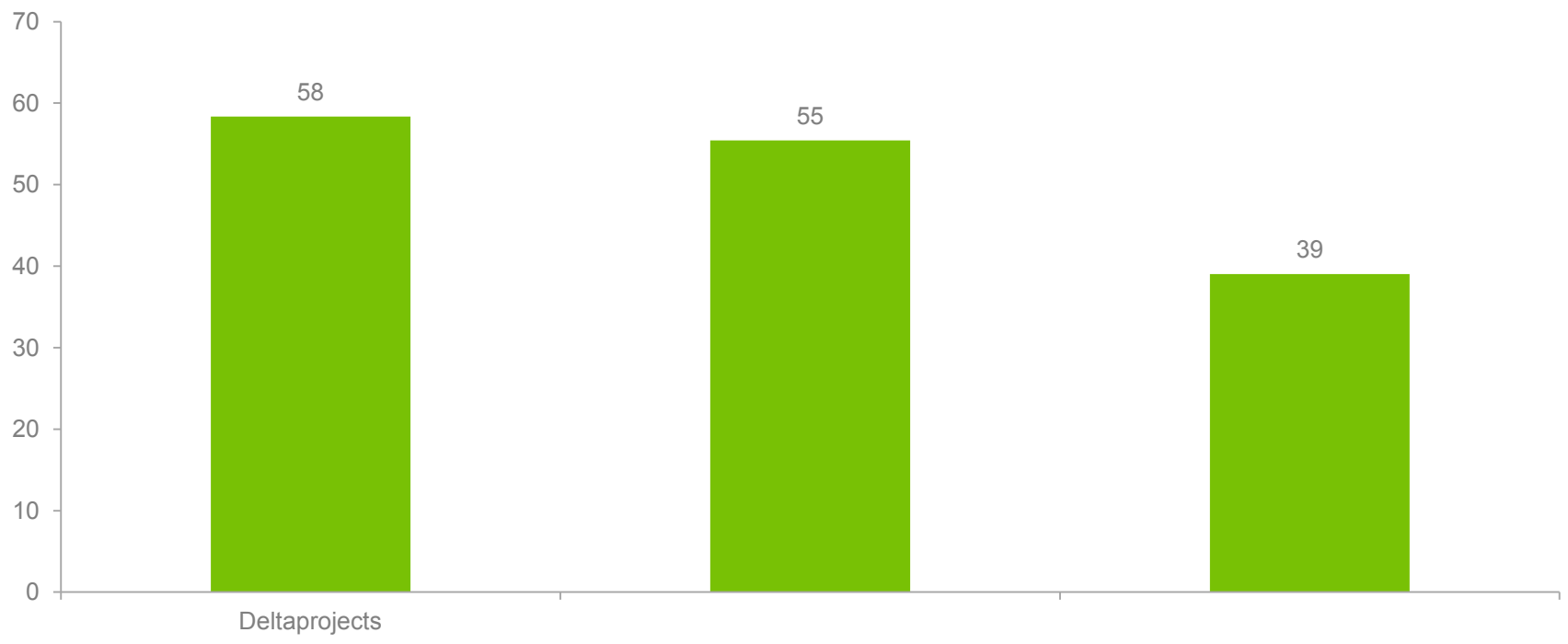
SHARE SCORE

The score is based on how well each media reached the target group.



AFFINITY SCORE

The score is based on how well the media reached the target group compared to the total population.

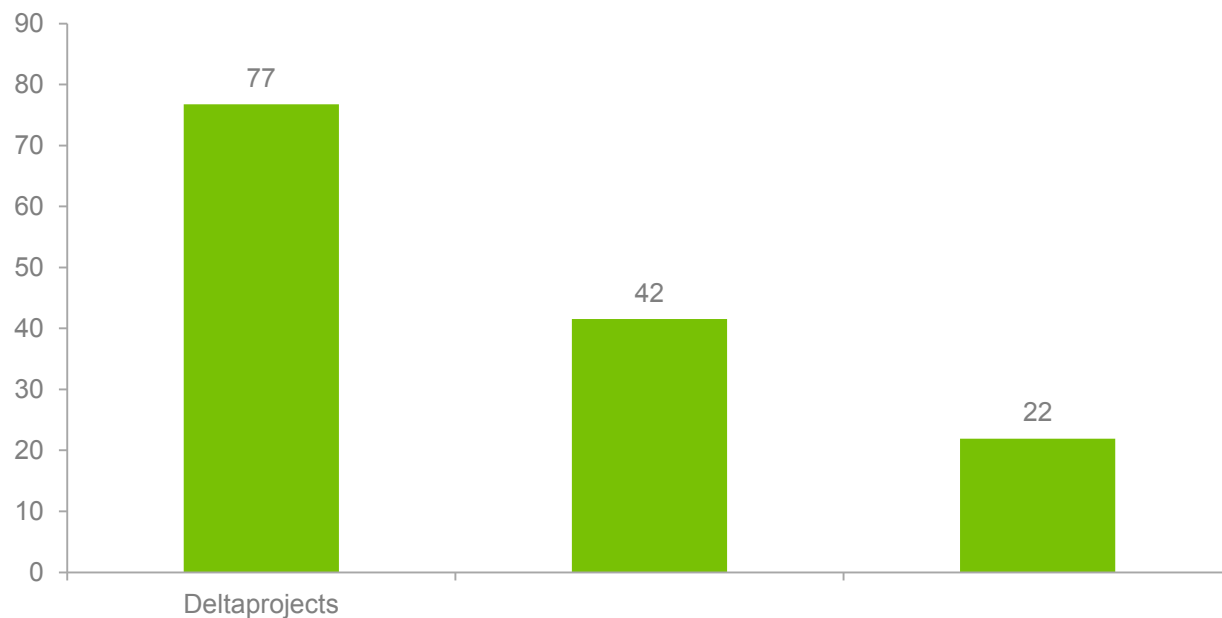


AUDIENCE MEASUREMENT RESULTS

Weight: 70%



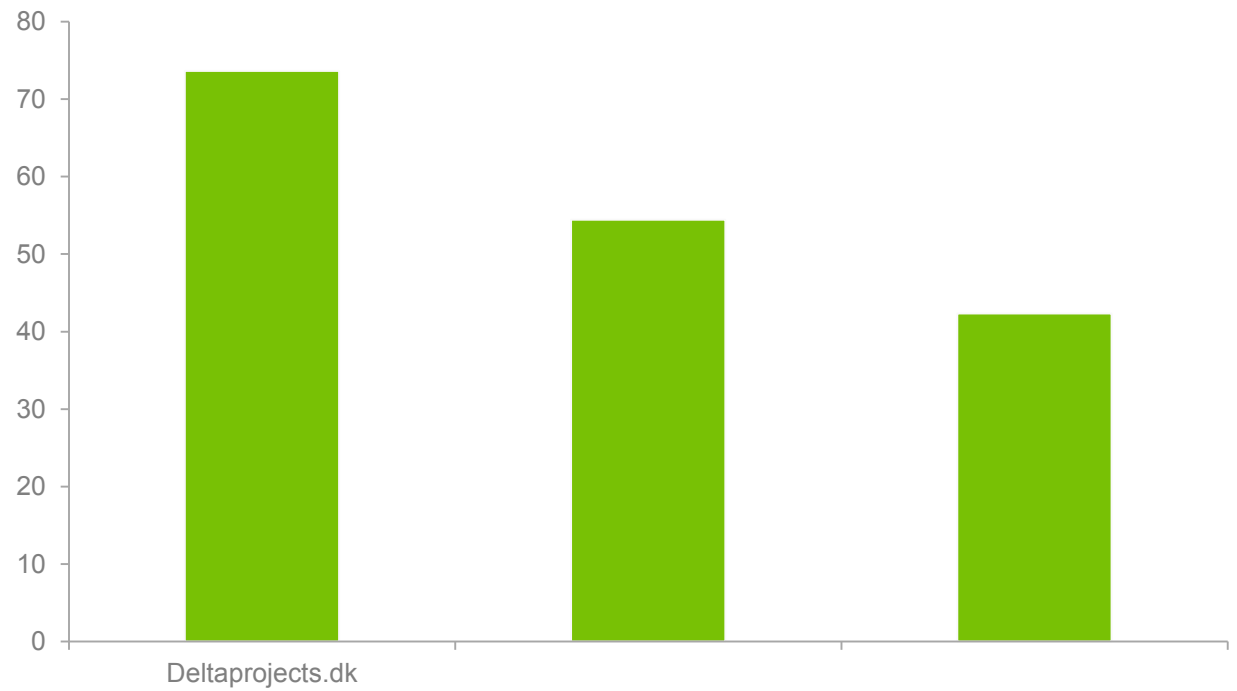
With its high reach and an affinity of 58, Deltaprojects is the best performing site in the audience measurement score



TOTAL ONLINE PERFORMANCE SCORE - MEDIA



Since Deltaprojects both had the best audience measurement score and cost measurement score, it comes out with the best total score.





THANK
YOU

