

DQ&A reaches 80% of Dutch online population with programmatically bought, high-impact ads

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Put your money where your customers are

Through its agency trading desk reach and close cooperation with its publisher partners, DQ&A has been able to reach over 80% of the Dutch online population via programmatic channels, showing them high impact ad units compared to regular IAB-size ads, which comprise the bulk of all programmatic trading.

High-impact advertisements, such as pre/post/mid-rolls, floor ads, billboards and lightboxes have proven their value in engaging with consumers and connecting them closely to the story advertisers want to tell.

The branding effects of such formats have been widely known but DQ&A has found out that when analysing the entire customer journey leading to conversion, high impact advertisements play a significant role in assisting eventual conversions - which down the line are the ultimate success factors for any type of campaign.

Touch, Tell and Sell Model

DQ&A has developed a Touch, Tell & Sell consumer engagement that is used by several of its clients, including Transavia, Telfort and ANWB in The Netherlands.

The initial Touch phase is used to determine where the target audience for a campaign can ideally be found, where the Tell phase actively engages with this audience and delivers the message the advertiser has for its audience. The pure below-the-line conversion budget is then applied in the Sell phase, purely focused on converting the consumers that have been successfully identified as prospects in the Touch and Tell phases into actual customers.

By actively segmenting users, using first party data and through an extensive set of programmatic bidding strategies especially the high impact ad formats consistently show strong performance across all three different campaign phases, delivering both on initial brand message as well as conversion through retargeting.

Creative is key

High impact ad formats present advertisers with a unique opportunity to deliver an engaging, interactive message to consumers that goes way beyond what can be delivered through a standard banner.

The canvas of larger-sized ad formats enable easy embedding of video, interactive content or expansion of ads when a cursor hovers over an ad. These formats are not new, but their programmatic availability offers a unique opportunity to combine the richness and stickiness of these ads with the power of data.

Especially on broader scale campaigns that combine offline TV flights with video-driven commercials online strong brand awareness effects can be created, while data-driven buying still ensures a conversion-driven focus on all media bought.

What's in it for me?

It makes a lot of sense for advertisers to look beyond the standard creative in their programmatic campaign plans, and to explore moving branding-focused budgets into programmatic channels that can safeguard conversions as a secondary objective. The unique Touch, Tell, Sell combination ensures the right audiences are discovered, targeted and converted

using a combination of both branded and conversion-driven messages.



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