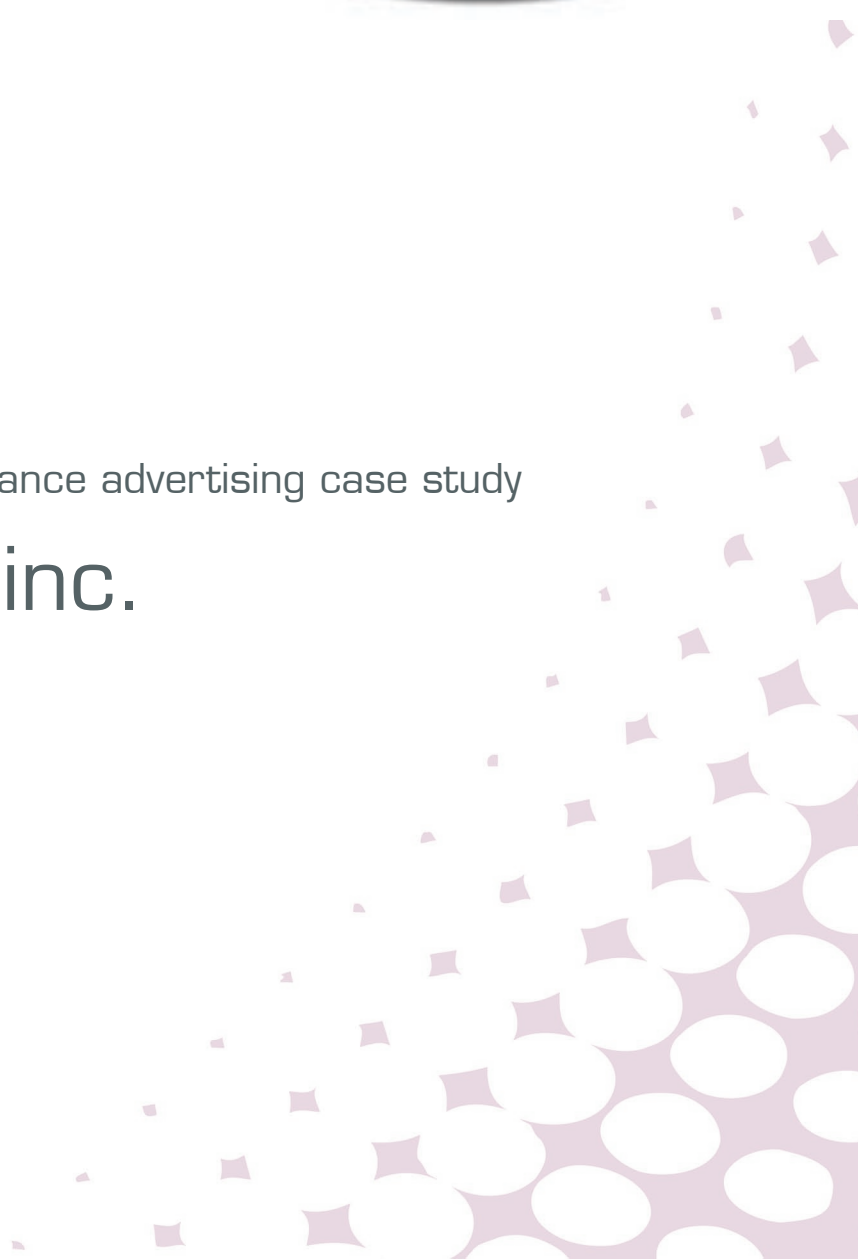


24advantage branding performance advertising case study

1&1 internet, inc.

cayada



case study: 1&1 internet, inc.



actual situation (april 2010)

After a successful performance advertising relationship with 1&1 in Germany had been established we were asked to expand the partnership to markets like USA, France and United Kingdom. In these countries 1&1 exclusively offers hosting and server solutions' making them the world's leading Webhosting Company.

campaign objectives

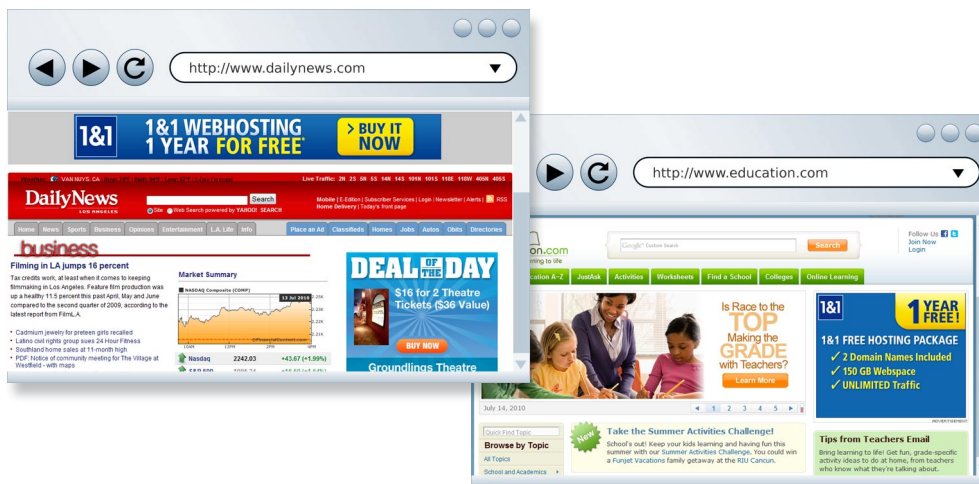
Transferring the experiences of the German market to other the countries is quite difficult as every market has its own characteristics. In the first step we had to develop a feeling for those characteristics (what is the best way to address target audiences in the USA, France and Great Britain).

preperations

- + clearance of the 1&1 view through guidelines with the dedicated country managers of 1&1 internet, inc.
- + determination of target audiences and development of a detailed media schedule to create sufficient coverage by using the best performing ad creative
- + preparing our internal tracking solution for continuous campaign analytics and optimization

advantage 1&1

We advertise the 1&1 hosting solutions exclusively with rectangles (300x250 pixels) and leaderboards (728x90 pixels) on websites with technical content and news sites in the USA, France and United Kingdom. Actually we generate more than 10 new customers in each country with an upward trend.



Three examples for advertising media

- + Techzilo.com
- + Dailynews.com
- + Education.com

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