



premium  
programmatically offering

**PREMIUM PUBLISHERS NETWORK**

**BENCHMARK AUTO INDUSTRY**

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# Targeting Background

*\*PPN Qualified Clients Monthly Reach : **89% of Greek online population***

- # Using proprietary data (1<sup>st</sup> party) PPN can target on specific audience segments based on sociodemographic variables , consumer behavior and product interest & intention.
- # Data provided by nugg.ad , the leading **predictive behavioral targeting technology** in Greece, combine anonymous user profiling from surveys and surfing behavior on PPN inventory, processing data in real time to deliver accurate predictions.

**Premium Publishers Network** (aka **PPN**) is an **initiative** from the Leading Greek Media Organizations, under a **unified digital marketplace**, offering inventory **exclusively** from more than **80 premium digital brands** , reaching on monthly basis **89% of the Greek online population**.

**PPN** offers brand safety, relevant content and truly audience segmentation

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# Auto Industry Benchmark

PPN have been successfully cooperate with various Auto Industry advertisers



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RENAULT



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## Auto Industry Benchmark

# PPN have been successfully executed **24 display campaigns** for various **Auto Industry** advertisers. Therefore our **insights** provide reference point for future campaigns.

# Based on **Car Buyers Audience Segmentation** combined with sociodemographic variables such as age bracket/ income/size of household the **Auto Industry PPN Benchmark** in terms of specific metrics formed as follow:

# **AVR Campaign Duration** **17.4 days**

# AVR Campaign CTR 0.45%

# AVR Campaign UU CTR 1,39%

# AVR Total Campaign Impressions 1,135,084

# AVR Campaign Impressions Weekly 294,402

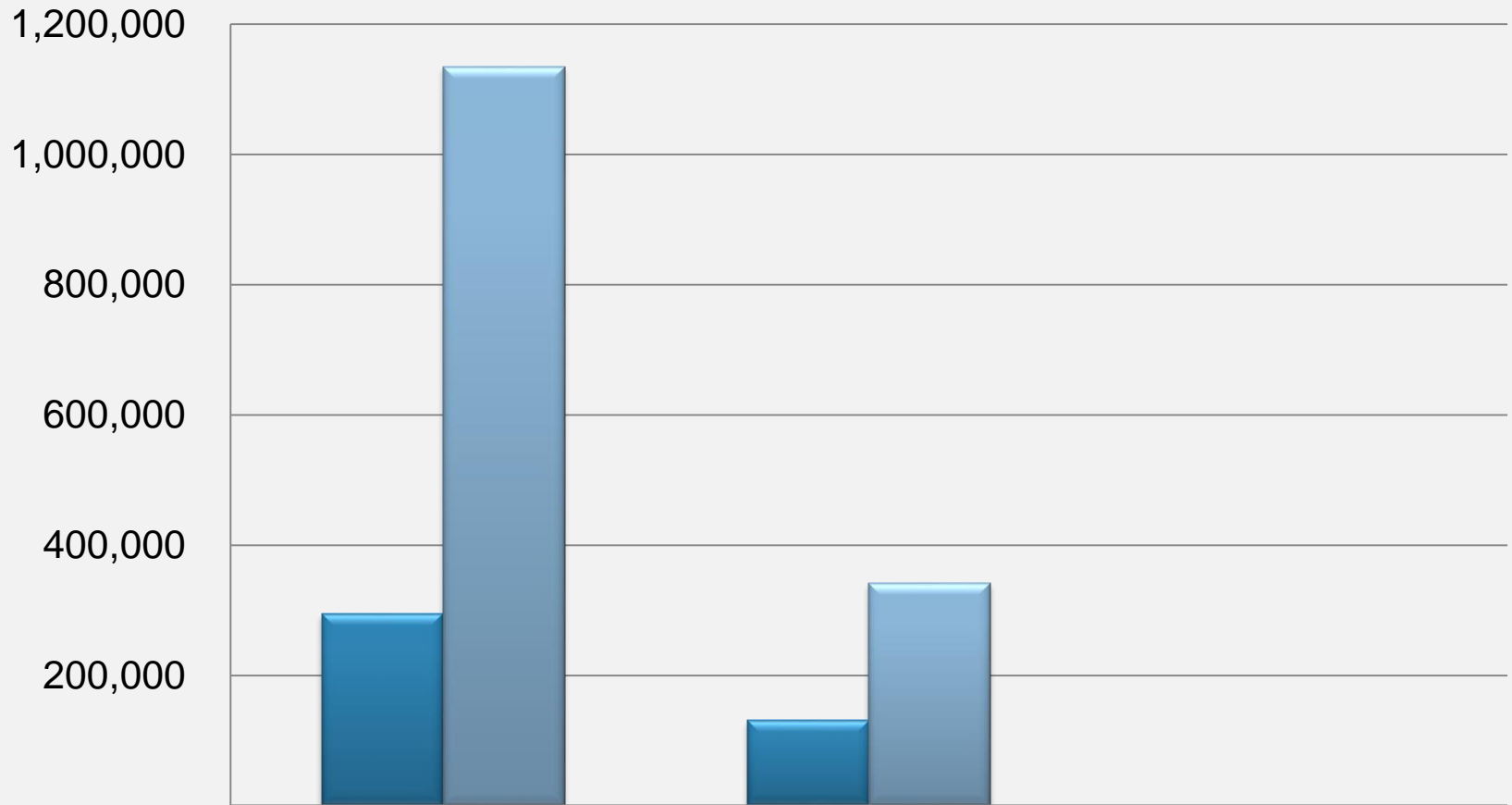
# AVR UUs Reach per Campaign 341,288

# AVR UUs Reach per Week 130,730

# AVR Frequency per campaign 3.07

# AVR frequency per week 2,17

## Auto Industry Benchmark



	AVR Impressions	AVR UUs Reach	AVR Frequency
Weekly	294,402	130,730	2.17
Per Campaign	1,135,084	341,288	3.07



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