



# WITH THREE STRATEGIC LAYER, WE OFFER AN INTEGRATED AGENCY SET-UP TO OUR CLIENTS



	Biz/Mktg Goals Co	ompetition Tar	rget Groups	Market	Management	
BRAND & CREATION	Brand House & Positioning	Visual Design	Communic Channel S		Asset Creation	
MEDIA & PERFORMANCE	Paid Paid Search Social	Organic Search & UX	Display, Vio Audio Adve			
ADTECH & DATA	Consent Management	Tag Management	Analytics & Dashboarding	Data g Modelling	KPI Maturity	
	ERP	PIM	nop System	APIs	BI	

# PIAM FOUR FACTS ABOUT US

Size is not everything - we strive for qualitative market leadership

### **MARKET POSITION**

Biggest digital media agency according to COMvergence (07/23)

### **DIVERSE TALENTS**

All experts with digital DNA working in 10+ locations and speaking 18 languages

### **SATISFIED CLIENTS**

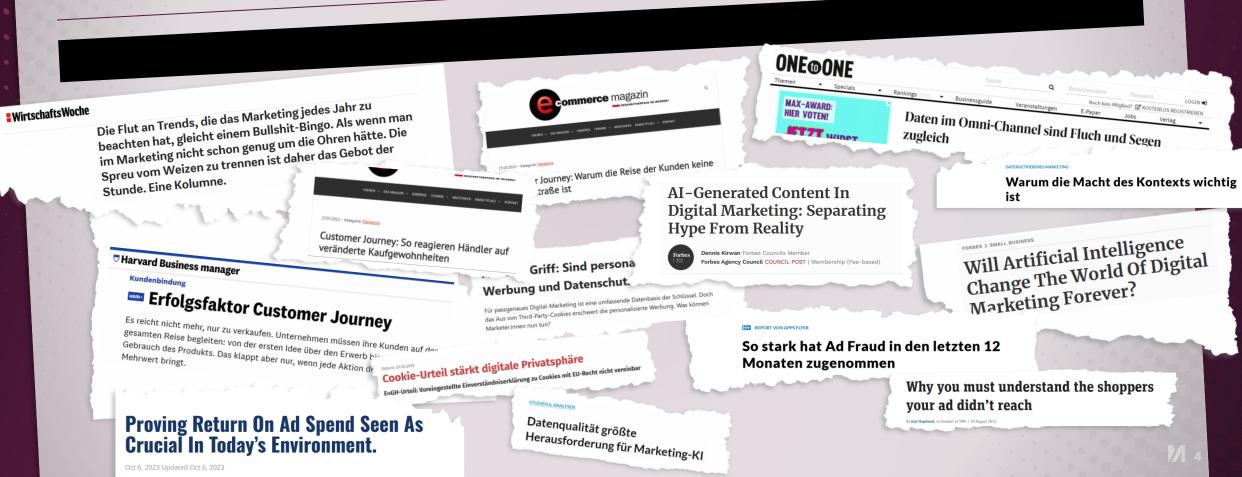
Current TRR rating (vs. 7.3 Media Industry Norm in GER)

### **DIGITAL DNA**

Connecting media, content, tech & data to create successful marketing



# THE COMPLEXITY OF DIGITAL MARKETING POSES MASSIVE CHALLENGES FOR DECISION-MAKERS



## THE BIGGEST CHALLENGES LIE IN FOUR AREAS

MARKETING must be transformed from COST TO PROFIT CENTER

FRAGMENTATION of media and consumers

Increasing COMPLEXITY OF TECH LANDSCAPE





Magazines | TV | Twitch |
Spotify | Programmatic Print |
Social Media | Check24 |
Websites | YouTube |
Podcast | Radio | Shopping |
Google | DOOH | Cinema | ...





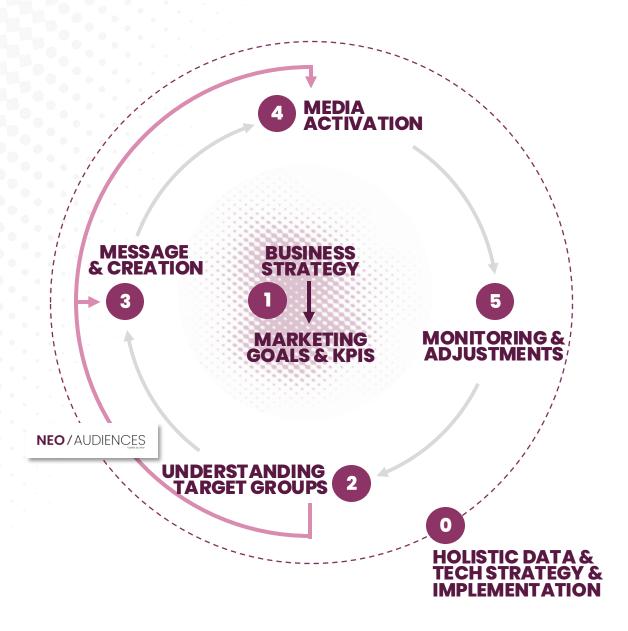
### WE ARE THE **RIGHT PARTNER** TO **REDUCE COMPLEXITY** AND **SOLVE THESE CHALLENGES**

**CLEAR FOCUS ON BUSINESS IMPACT** ensures measurable growth

**SEGMENTED VIEW OF AUDIENCES** ensures individual target group approach

A MODERN & CUSTOM-FIT TECH LANDSCAPE measures and controls all measures COMPARISON OF THE DIGITAL STRATEGY WITH EU REGULATORY PLANS by experts ensures fit for future

# OUR APPROACH: THE PIA MEDIA BUSINESS IMPACT PLAYBOOK



- BUSINESS STRATEGY & GOALS:
  Starting point: For maximum business impact, clear marketing goals and KPIs must first be defined from the business strategy.
- UNDERSTANDING TARGET GROUPS:
  Our NEO Audiences tool enables Al-based analysis & activation of media target groups.
- MESSAGE & CREATION:

  Effective marketing deployment requires a strong message and channel/target customer-differentiated content.
- All channels must be considered together & a holistic cross-channel media strategy must be developed paired with an excellent setup.
- MONITORING & ADJUSTMENT:

  Continuous monitoring with a clear business impact is essential..
- DATA & TECH:
  Foundation: A clear overarching data & tech strategy and implementation based on a top-notch tech stack is of fundamental importance.

# BEHIND EVERY STEP IN THE PLAYBOOK: A COMPREHENSIVE PORTFOLIO OF SERVICES



### **CUSTOMIZED CREATION MAKES THE DIFFERENCE**

Only brands that communicate consistently are visible as beacons in the communication noise. Around these lighthouses we develop precise communication and smart campaigns - for measurably more target group relevance and business success

Brand positioning - Brand conception - Content strategy - Visual design - Asset creation - Production - Asset optimization - Dynamic ads - UX optimization - CR optimization - Personalization





### **WE MAKE YOUR GOALS TO OUR GOALS**

Based on a deep understanding of your business and your target group, we develop strategies to help you achieve your business goals. We define marketing goals and KPIs and measure ourselves against them.

Brand strategy - Marketing intelligence - Al-based audience intelligence with NEO Audiences - Competitive analyses - Funnel mapping - Channel analyses & audits - Digital maturity - Knowledge transfer - Holistic consulting - KPI framework





### **CONSUMERS DON'T THINK IN CHANNELS - NEITHER DO WE**

With our holistic media planning, we always think and act full-funnel - data-driven across all channels from awareness to performance, in planning and in monitoring success. We use artificial intelligence and a test & learn approach for precise activation and continuous optimization

Audience activation - SEA & SEO - Social media - Display & native -YouTube & online video - Digital TV (PTV, CTV, ATV) - Audio & podcast -Partner marketing - DOOH - Mailings - Marketplaces





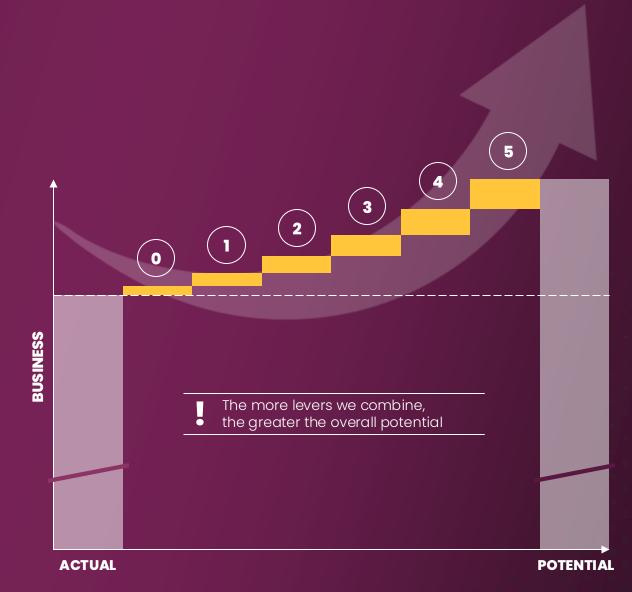
### NO DATA -**NO BUSINESS**

We have the ability to collect, analyze and use complex data in a targeted manner. This is the basis for our consulting services. Our in-house development team designs proprietary tool solutions where the market standard is not sufficient for us. We are already implementing solutions for a cookie-free future.

Data privacy compliance - Cookieless measurement - Data infrastructure - Data intelligence - Data activation - Predictive analytics - Campaign automation - Martech integration - Dashboarding

# WE THINK & ACT HOLISTICALLY: FOCUS MAXIMUM BUSINESS IMPACT

- Greater management efficiency thanks to a comprehensive top-notch data & tech (stack) strategy
- Better performing campaigns thanks to clear marketing objectives and KPIs derived from the business strategy
- Greater target group efficiency from NEO Audiences and therefore more precise activation
- More relevant advertising material thanks to tailored messages & channel/target customer-specific content based on **NEO Audiences**
- Improved channel efficiency and better campaign performance through databased channel selection and setup
- More brand awareness, reach, engagements or conversions through continuous monitoring & optimization with a business focus



# WE HAVE ALREADY ACHIEVED THIS IMPACT WITH OUR CLIENTS

# fielmann

**OPTIMIZED CUSTOMER** 

**ACQUISITION ONLINE & OFFLINE** since start of cooperation 08/22

+200% Revenue

+50% **Appointments**  Müller Müller

**EFFICIENT SCALING AT** 

**CONSTANT ROI:** 

2021 compared to 2019

+140% Revenue

**-40**% CPC

Ernsting's family

**EFFICIENT CROSS-CHANNEL** SALES GROWTH:

22/23 compared to 21/22 (GER)

+29%

Revenue with SEA

+400% Revenue with Social **AMERICAN EXPRESS** 

INCREASE OF AD AWARENESS

& TRAFFIC:

2022 compared to 2016; in 2022/23

+328% Traffic

Ad Awareness **5X** over competition

**J**UER

MORE NEW CUSTOMERS,

**ESPECIALLY IN B2C** 

2022 compared to 2017

+250%

+205% ROAS Conversions

MORE EFFICIENT & INNOVATIVE THROUGH TESTINGS:

2022 compared to 2021

**-20**% CPC RTL+

90+ Ad format testings per year

# PIAM CLIENT OVERVIEW

We are proud of nearly 300 active clients across different categories; we serve big corporations and lean start-ups; we implement local campaigns and global media programmes in every corner of the world

208 ...local clients (GER & AUT)

90 ...international clients

ø6y ...duration of our clients' mandates; 16% even 10 years and longer

8.4 ...current TRR rating of top 20 clients (vs. 7,3 media industry norm GER)









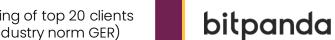






























# WE NEVER IMPLEMENT MEASURES FOR OUR OWN PURPOSES, EVERY SINGLE ACTION HAS A BUSINESS IMPACT

# RTL | AUDIENCE ACTIVATION WITH NEO AUDIENCES

NEO Audiences uses artificial intelligence to close the gap between personas determined with market research and their transfer to the digital world. This led to significantly better performance values in the targeting test.



### **STARTING POINT & GOALS**

The target group of RTL+ (formerly TVNOW) was segmented by RTL into different communities of interest (COIs). The challenge was to translate these COIs as accurately as possible into media target groups and to activate them within the framework of digital campaigns. The hypothesis was that due to the better target group fit, the performance values of the campaign controlled in this way would exceed the performance values of a campaign controlled with intuitively formed interest targetings.



### METHOD OF IMPLEMENTATION

Together with our partner Erason, we have developed **the AI-based audience analysis and activation tool NEO Audiences.** NEO AUDIENCES uses artificial intelligence to close the gap between personas determined by market research and their transfer into the digital world. In this way, **we create a unique end2end approach without system breaks and transmission losses.** 

With NEO AUDIENCES, RTL's COIs were reproduced, divided into sub-segments and made operational for targeting. The campaign was accompanied by a brand lift measurement via Audience Project.



### **ACHIEVED EFFECTS**

Compared to the best-performer targeting placements already learned and optimised through, NEO AUDIENCES was able to realise significantly better results in all funnel stages:

15pp better unaided brand awareness

16pp better supported brand awareness

Ad recall 3 times higher





# COSNOVA | TARGET GROUP SPECIFIC CONTENT



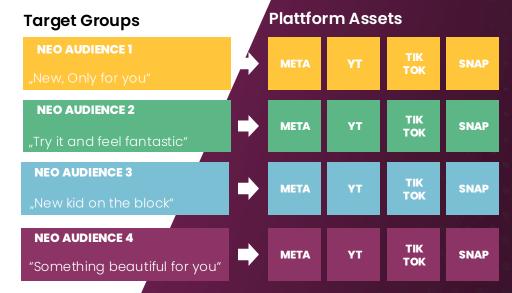
### **SUMMARY**

Thanks to our **deep understanding of target groups**, we were able to target customers in programmatic campaigns with **individualized banners**.

Catrice's original Shine Bomb branding film served as the basis for our creations. Based on our audience analysis and segmentation with our Al-driven audience tool NEO Audiences, we created customized creative versions for each target audience, their different interests and lifestyles. We also optimized each resulting creative, taking into account the requirements and specifics of each platform. For all placements, our innovative target group approach combined with individualized advertising material resulted in outstanding KPIs.













# CHRIST | USE OF DYNAMIC NBO BANNER FOR CUSTOM BANNERS

Realizing a smart programmatic campaign through first party data with individualized banners to generate a targeted customer approach.



### **STARTING POINT & GOALS**

To increase the performance values compared to classic display and retargeting campaigns, **a** targeted customer approach was needed.

Therefore, the use and deployment of dynamic display banners was necessary in order to individualize display banners to user's demographics, preferences and surfing behavior as a real-time next best offer.



### **METHOD OF IMPLEMENTATION**

In order to generate a targeted customer approach, the implementation of an onsite tracking tool with algorithmic data calculation was necessary in order to identify the most relevant products for each audience segment.

Based on a thorough audience analysis, the **most relevant attributes of the target groups** were identified and **taken up both in the creative design and in the campaign setup.** 



### **ACHIEVED EFFECTS**

Compared to classic display banner campaigns, our Dynamic NBO Banner were able to realise significantly better results:

6-fold increase click rate

-89% cost per action

74% increase turnover per Al



CHRIST



# USE OF NGAGE.ME ADS FOR VORWERK

Vorwerk was able to successfully promote the new product through the big cube ad with almost 743 thousand engagements



### CHALLENGES

A product in need of explanation from the household appliances segment required an emotional and interactive charge.

The challenge was to market the product in a **creative way and to get the user to engage**. At the same time, the **awareness of the Vorwerk product was to be increased.** 



### **APPROACH**

The Big Cube Ad is intended to playfully provide the user with information about the DuoClean mop.

This was achieved through an **individual design of the ad with high lighting of the USPs** of the product on four surfaces of the cube.

The verification of the online target groups took place via the Nielsen measurement.



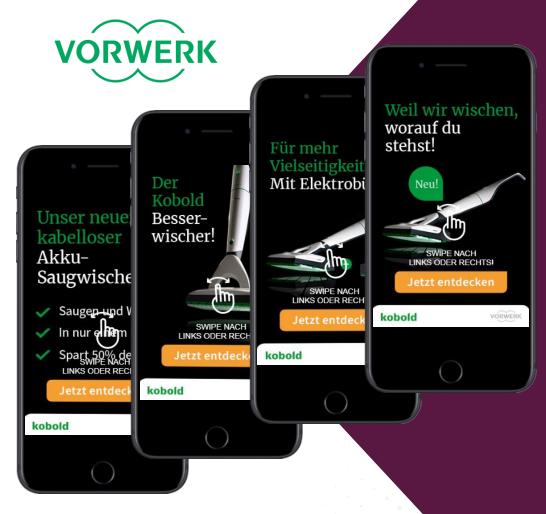
### **RESULTS**

The Big Cube Ad generated above average engagement with users, with women in particular having an even higher interaction rate (23%) than men:

19% engagementrate

743K engagements

1,80% click-troughrate



# ERNSTING'S FAMILY | BUSINESS STRATEGY ONLINE X OFFLINE

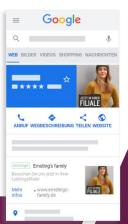


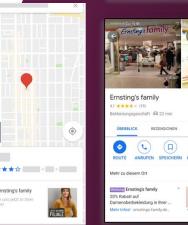


# Ernsting's family Ernsting's family Besuchen Sie uns jetzt in Ihrer Lieblingsfilliele! tenfurt Burgsteinfurt Canquis Steinfurt Steinfurt GEÖFFNET 9AM-7PM Einkaufen Albholung Im Jim X Lieferdienst Geschäft Geschäft Routerplaner









### **SUMMARY**

In order to include the 1,915 stores in Germany and Austria as an important sales pillar for Ernsting's family in online communication, we developed an **omnichannel strategy** together with the client. With this strategy, Ernsting's family's customers all receive the same importance for performance management and target **definition**, regardless of whether they buy online or offline.

With data-driven attribution (DDA), we have created the basis for mapping the entire customer journey with online conversions and store visits. With offline-focused Google products, we were able to increase store visits. In reporting, store visits and store sales are taken into account with CRM data so that the campaigns optimize for offline and online conversions in equal measure.







# MEDIAMARKTSATURN | OPTIMIZATION WITH BUSINESS FOCUS



### **SUMMARY**

With our **data strategy PIPA** (Product Insights Performance Automation), we **optimize Google Display campaigns for a push of the most profitable products** at Mediamarkt Saturn.

Through machine learning and enrichment of the product data feed with performance data (e.g. margins, return rates, shipping costs, availability, etc.) and other external data (e.g. competitor prices), the products with the highest business potential are identified. This product selection is automatically integrated into dynamic banners via a feed and displayed to the relevant target group. Users are automatically shown the products that are relevant to them and at the same time the most profitable for MMS.

