



Success Stories

LENOVO



Affectiv

 Advertising People Want

By predicting the right user and showing them the right message,
AFFECTV OVER-DELIVERED ON THE CTR TARGET OF 0.13%

CLIENT OBJECTIVES

Lenovo were keen to drive the right users to a dedicated Yoga 3 Pro reseller page so that they could find out more about the new product and increase brand awareness.

OUR APPROACH

By running a SignalAd Standard campaign, Lenovo were able to reach consumers who not only had never visited the Lenovo site* but also showed a strong interest in tech, music, sport, entertainment, design, film and fashion, were 18-34 and living in Belgium and Holland.

* within the last 30 days

AFFECTV RESULTS

- By predicting the right user and showing them the right message, **Affectv were able to over-deliver on the CTR target of 0.13% by achieving a CTR of 0.16%**
- This successful activity has led to 2 subsequent campaigns being booked.



**0,16%
CTR
achieved**