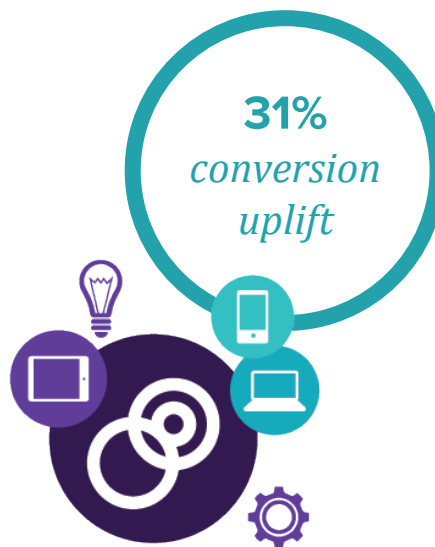




Success Stories

CITRIX



Affectiv

 Advertising People Want

Targeting new relevant professionals in-market

FOR BUSINESS SOFTWARE WITH PERSONALISED ADS

CLIENT OBJECTIVES

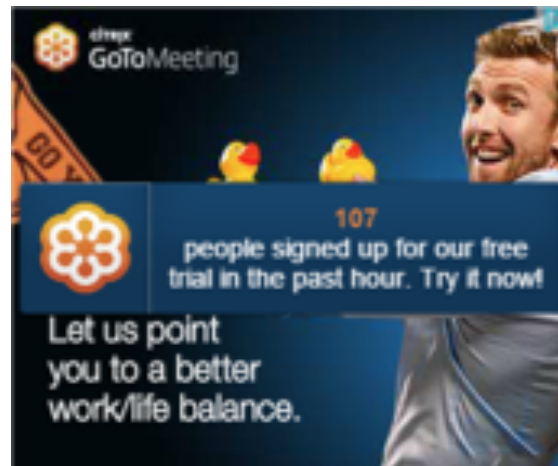
Citrix, a major software company, were looking for a unique campaign that would generate a strong interest in their digital conference call software, Citrix GoToMeeting.

OUR APPROACH

Affectv discovered new and relevant consumers for the brand and drove them to the client's site to sign up for a free trial. Working to a challenging CPA target Affectv implemented their SignalAds Overlay solution, further engaging consumers by targeting not just audiences, but individuals with unique and relevant messaging. These personalised messages were presented as an overlay on top of the creative using free trial download data as a call to action, resulting in a significant uplift in conversions.

FIND AN AUDIENCE THAT DISPLAY THE FOLLOWING SIGNALS:

- Business
- General software
- IT departments



31% UPLIFT
*in conversions
when compared to
standard ads*