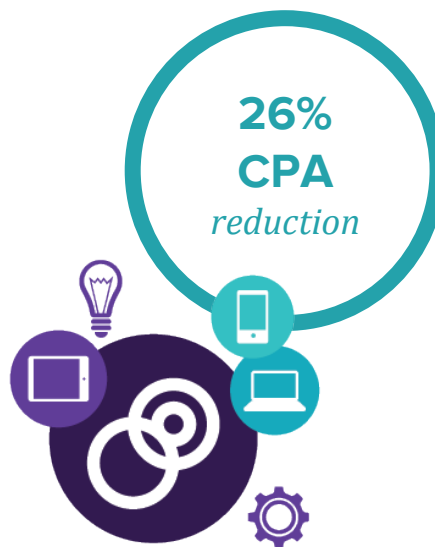




Success Stories

M&S



Affectiv

 Advertising People Want

Delivering personalised advertising across Europe for MAJOR BRITISH MULTINATIONAL RETAILER

CLIENT OBJECTIVES

Affectv were tasked with running an innovative strategy for a major multinational retailer for their Autumn/Winter collection. The campaign aimed to promote the client's seasonal fashion ranges, with a focus on female fashion and British fashion styles. Affectv impressed the client with their ability to drive quality traffic to the client's site and generate revenue across five markets (Ireland, Spain, Germany, France and the Netherlands) with their innovative SignalAds™.

FIND AN AUDIENCE THAT DISPLAY THE FOLLOWING SIGNALS:

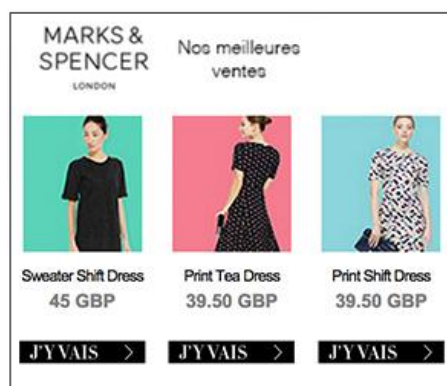
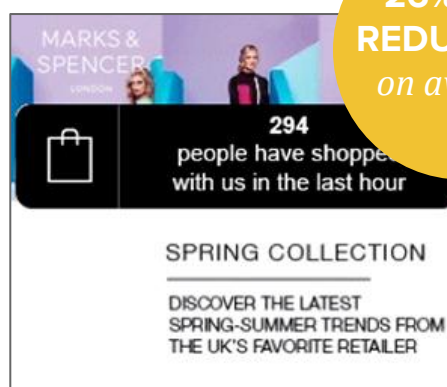
- Interested in British newspapers
- Parents
- Interested in fashion
- Affluent

TESTIMONIAL

"Affectv took to this brief with a unique and enthusiastic approach, they used their Persona Discovery Platform to great effect and were able to decipher behavioural differences between different European cultures. Their SignalAds Overlay solution differentiated M&S from other retail advertisers which proved crucial in this crowded marketplace. e SignalAds were very effective during sale periods, where a countdown message prompted customers to purchase products, when they may not have done otherwise, driving key revenue, and helping to lower Affectv's cost per sale."

Seb Lear, Mindshare Worldwide

**26% CPA
REDUCTION
on average**



CPA REDUCTION across the markets



57% in Spain



37% in France



21% in Germany



04% in Netherlands



ON TARGET in Ireland