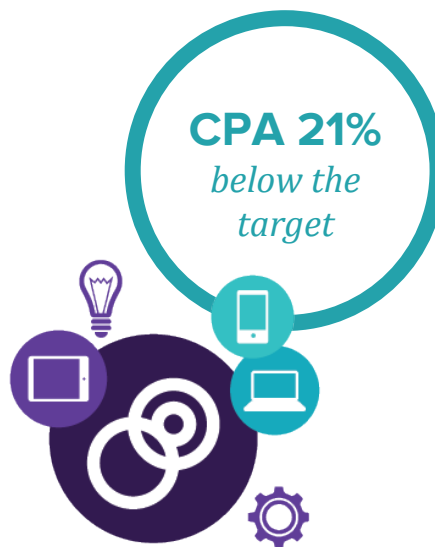




*Success Stories*

**SAGE**



**Affectiv**

 Advertising People Want

*The campaign continues to run successfully, currently exceeding targets*  
**BY DELIVERING A CPA 21% BELOW THE TARGET.**

## THE BRIEF

The Sage Group plc are a multinational software company headquartered in the UK. They were looking to find new, relevant users who were in market for their accounting software Sage One. The product is targeted at accountants in practice, encompassing small businesses, sole traders, entrepreneurs and start-ups.

## OUR APPROACH

Affectv placed conversion pixels into the Sage One website to collate data signals specifically from the users that were converting. This data was then analysed to gather insights into the converting audience and their online behaviour.

These behavioural insights enabled Affectv to identify and subsequently target micro businesses, start-ups, entrepreneurs, and accountants who were most likely to convert based on their similar interests and behaviour online to that of the Sage One customer.

## INSIGHTS

Affectv found that the Sage One audience were:

- Over 4 times more likely than the average consumer to browse finance content.
- Over 7 times more likely to share consumer electronics content.
- Predominantly situated around the biggest urban areas, especially London.

## SOLUTION

Affectv data models were built based on the Browse, Search and Share signals of the Sage One users informing the strategy to target these individuals with relevant content, in the right location and at the best conversion times. Using the SignalAds Overlay solution, Affectv created a message tailored to each individual user, using social data as a trigger to drive conversions.



## TESTIMONIAL

*"When Affectv came on board they had real impact. Their SignalAds Overlay solution was effective in differentiating us from other advertisers by delivering a tailored message to each user. The audience data they used as a call to action worked brilliantly and we were very pleased with the results."*

## RESULTS

The campaign continues to run successfully, currently exceeding targets by **delivering a Cost per Acquisition (CPA) 21% below the target.**