



*Success Stories*

**KOBO**



***Affectiv***

 Advertising People Want

## Delivering targeted advertising across tablet devices

# DRIVING PURCHASES OF EBOOKS VIA KOBO

### THE BRIEF

Kobo Inc is one of the largest companies in the eReader sector with 20% of global market share. They tasked Affectv to identify individuals who were in market for ebooks, gain a deeper understanding of their online behaviours and drive traffic to their site to boost sales.

### OUR APPROACH

Affectv placed conversion pixels on the Kobo website to collate data signals specifically from the valuable users that were purchasing Kobo products. Affectv utilised their Persona Discovery Platform (PDP) to analyse the data signals emitted by the Kobo converters' browse, search and share behaviours online.

In particular, analysis of behaviour on different devices was essential due to the nature of Kobo's business.

### INSIGHTS

Affectv's analysis unearthed key insights into current Kobo users:

- 9pm was the strongest time for conversions. People were most likely to start a new book in the evening.
- Online shopping, craft hobbies and leisure signals were highly prevalent, indicating a predominantly female audience.
- Mobile users sought immediate and actionable information via blogs and ecommerce content.
- Tablet converters were looking at travel based & editorial content, for longer periods of time and typically whilst relaxing in the evening.



**£34 CPA**  
delivered

### SOLUTION

Affectv data models were built based on the Browse, Share and Search signals of Kobo converters. They were used to inform the campaign strategy; Affectv used their SignalAds Standard format to target 'lookalike' individuals with relevant content at the best conversion time on a tablet devices.

### 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 ran successfully for 2 months, delivering a **lifetime CPA of £34 in the UK market.**