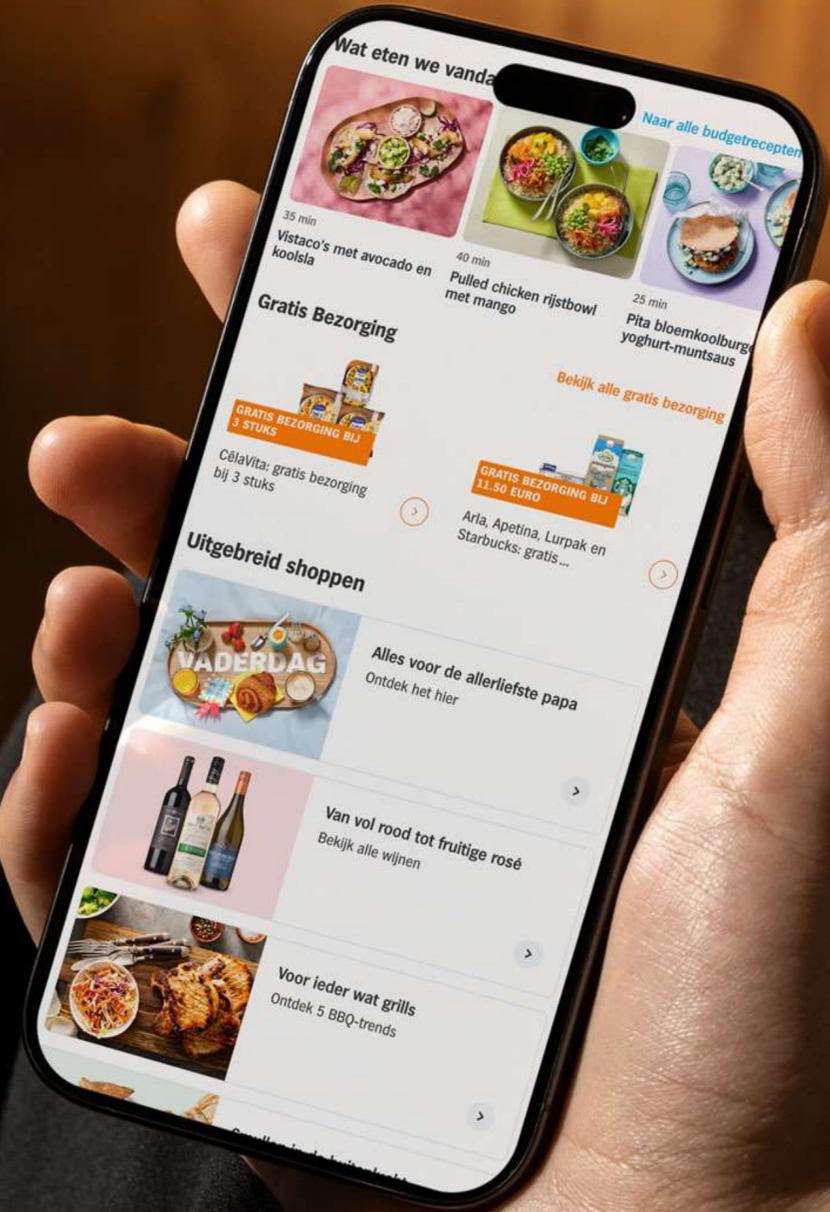


DirectToBasket Casestudy:

LOWLANDER
— BOTANICALLY BREWED BEER —

**TECH
ADS**





What is direct to basket?

With TechAds' innovative Direct2Basket technology, customers can add products directly to their shopping cart from a display advertisement, without any unnecessary steps.

1.

Our system identifies the correct shopping app.



2.

The user clicks on the banner ad.



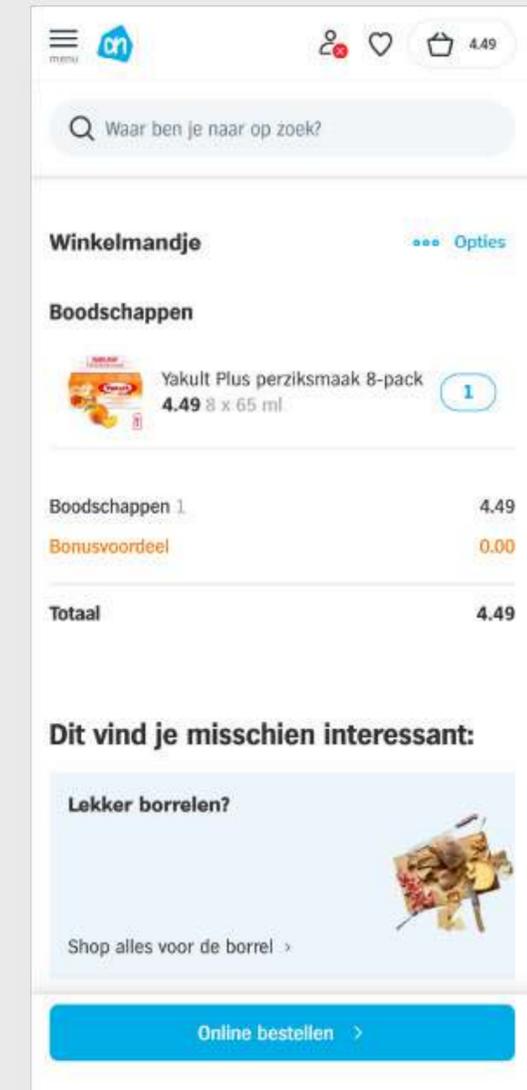
3.

The product is automatically added to the basket.



4.

The user can buy the product without hassle.



Case Lowlander

During a nationwide campaign, Lowlander brought its alcohol-free beers — Wit Bier 0.0% and Mango IPA — to the attention of consumers with a conscious and healthy lifestyle in an inspiring way

Using Direct2Basket technology and interactive HTML5 banners, these products were brought directly to the attention of the right target audience. Consumers could add the products to their Albert Heijn app shopping cart with a single click, making conscious choosing even easier.





Target audience

The campaign targets adults between 21 and 45 years old (Millennials and Generation Z) who are mindful about their alcohol consumption. This group is looking for ways to experience fun and relaxation without the downsides of alcohol. They are characterised by a conscious and active lifestyle: socially engaged, curious, environmentally aware, and focused on health and wellbeing.

They are open to new experiences and sustainable choices that align with their values. In their free time, they are active on social media platforms such as Instagram, TikTok and YouTube, where they find inspiration and follow brands that match their lifestyle and beliefs.

From banner to shopping cart, at exactly the right moment.

VERRASSEND FRIS.
ALC[🍋]HOLVRIJ GENIETEN.



KOOP NU

VERRASSEND FRIS.
ALC[🍋]HOLVRIJ GENIETEN.



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GENIETEN.

KOOP NU



Conceptually and contextually on point

Thanks to smart targeting, the banners appeared within contexts that matched the interests and values of the target audience. The ads were placed next to content on topics such as sustainable travel, plant-based nutrition, mindfulness and conscious consumption, as well as on YouTube channels covering these themes — creating a natural, relevant brand experience.

Thanks to smart targeting, the banners appeared next to content that perfectly matched the interests and values of the target audience. This allowed Lowlander to reach people actively engaged with themes such as sustainability, health, personal growth and meaningful living.



Results

414.096
Impressions

0,92%
CTR

3.819
total clicks

1.835
total purchases

Kickstart your campaign.

Contact.



info@techads.nl



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**“Invest in technology
before your competitor does.”**

Eduard Nandelall
CEO