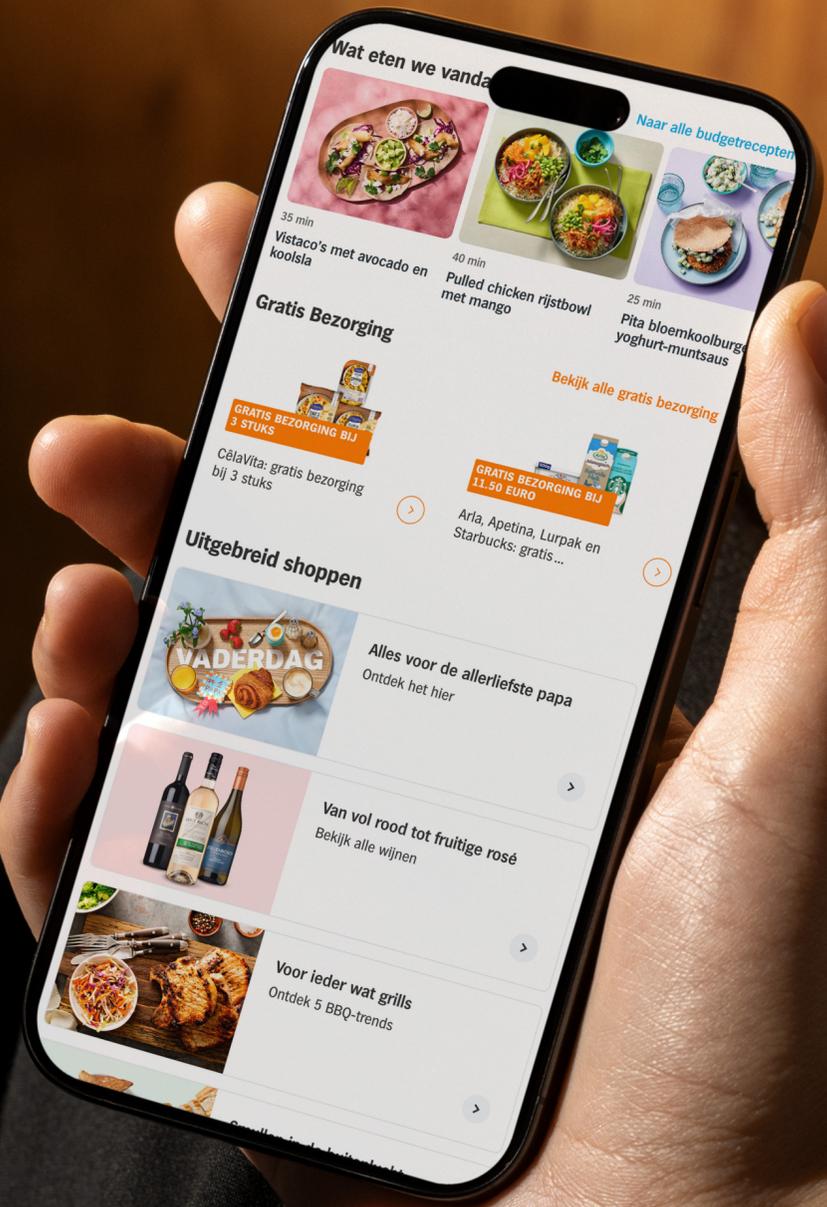


DirectToBasket Casestudy:



TECH
ADS



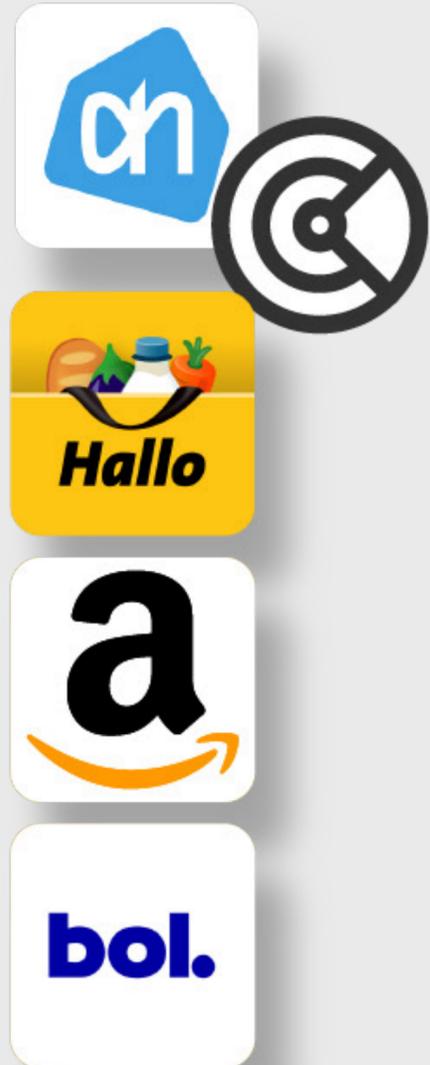


What is direct to basket?

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.



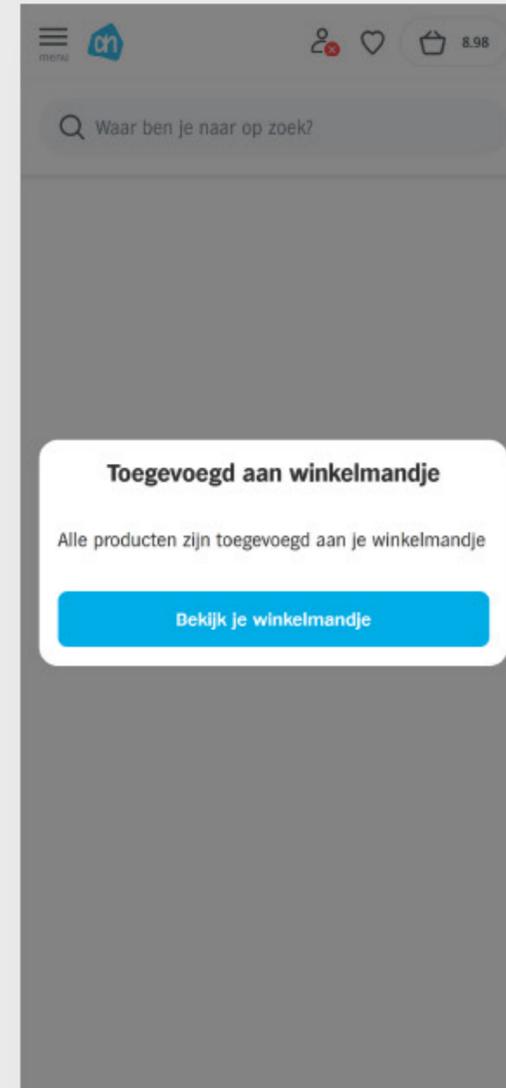
2.

The user clicks on the banner ad.



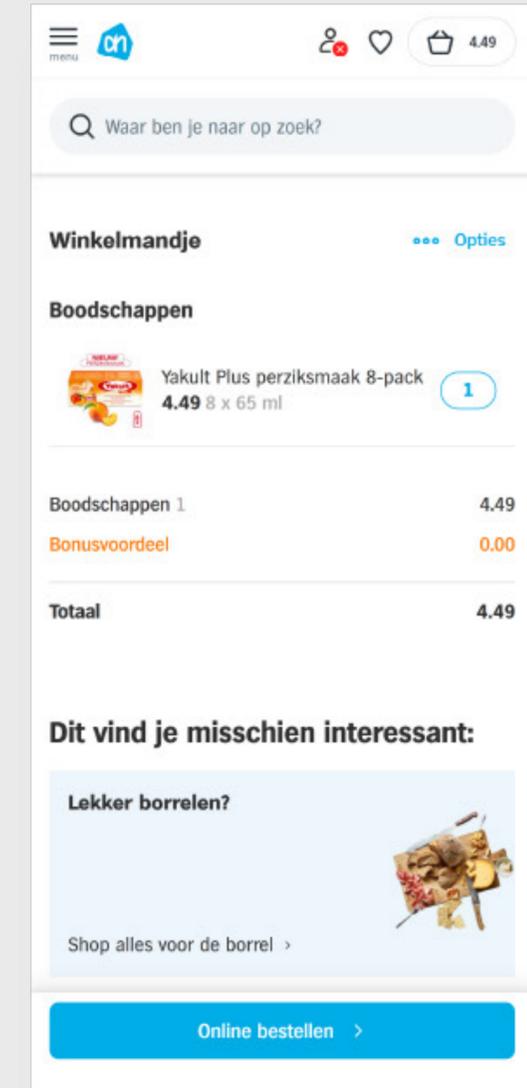
3.

The product is automatically added to the basket.



4.

The user can buy the product without hassle.



Case study Grolsch:

During a nationwide promotional campaign, Grolsch focused on conversion with an irresistible offer: a second crate at half price. Not general brand awareness, but a direct incentive to purchase through smart technology and hyper-targeted targeting.

The campaign made use of Direct2Basket technology. Via interactive HTML5 banners, consumers could add the product to their Jumbo app shopping cart with a single click. This lowered the purchase barrier and turned every click into a direct sales opportunity.



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

2^e krat voor de halve prijs nu bij **JUMBO** NIX18

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Locally and contextually on point

Thanks to geographic targeting, we focused exclusively on consumers near participating Jumbo stores. Zuid-Limburg was deliberately excluded because stores in that region were not participating in the promotion.

In addition, contextual targeting ensured that the banners appeared next to relevant content, such as articles about King's Day, festivals or sunny weather. This allowed us to reach the target audience at exactly the moment they were receptive to a refreshing offer.



Results

0,97%
CTR

68%
Increase in sales at Jumbo

32%
New conversions

53%
Brand Retention

Kickstart jouy campaign.

Contact.



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

Eduard Nandelall
CEO