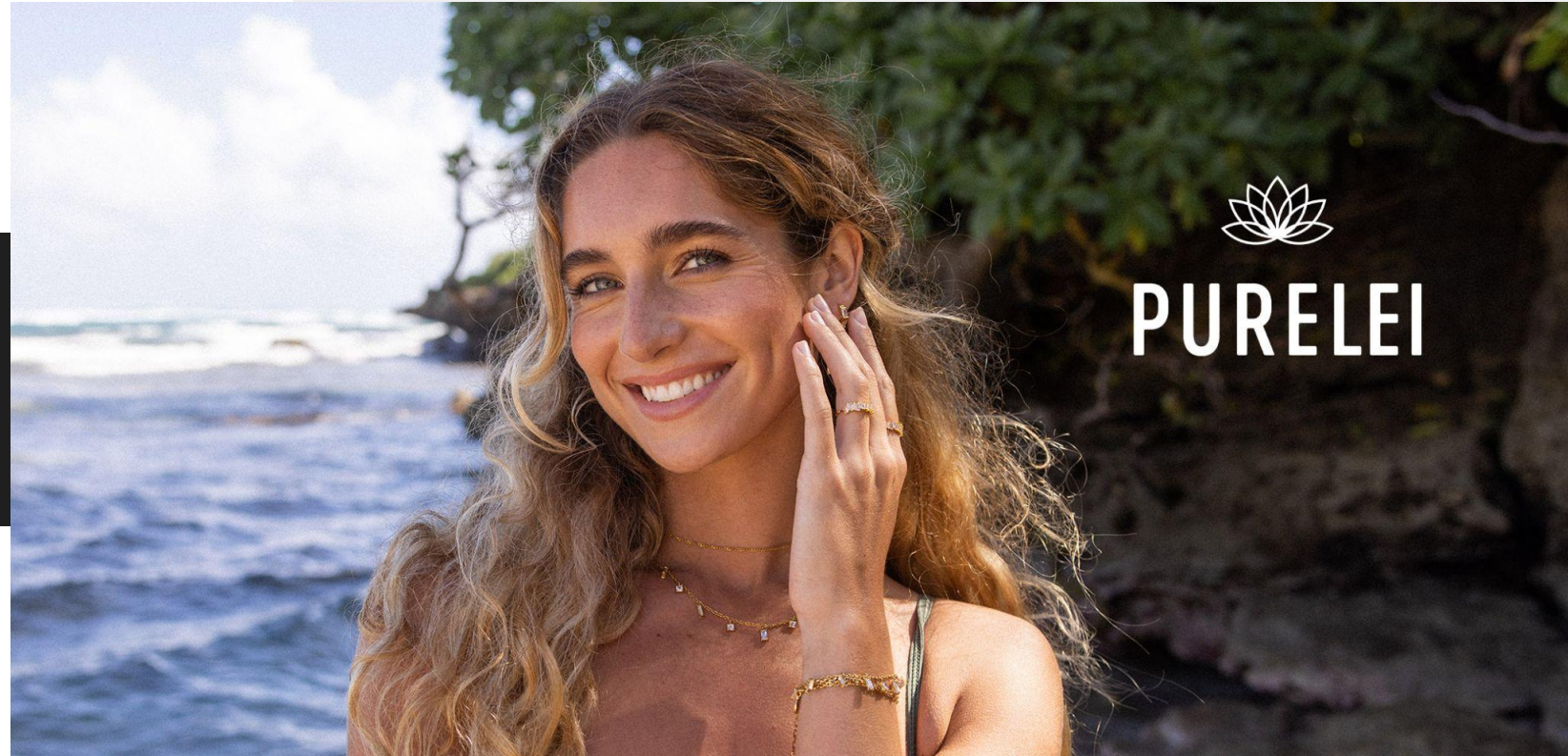


PURELEI



ZMS

PURELEI x ZMS Ad Manager EOSS June & July

PURELEI's goal was to gain experiences in new markets beyond Germany, especially for future campaign strategies. They planned to increase visibility by launching their campaign simultaneously in Austria, Belgium, Germany, Denmark, Sweden, the Netherlands, Italy, and France and thus expanding their reach through a multi-market approach.

Objectives

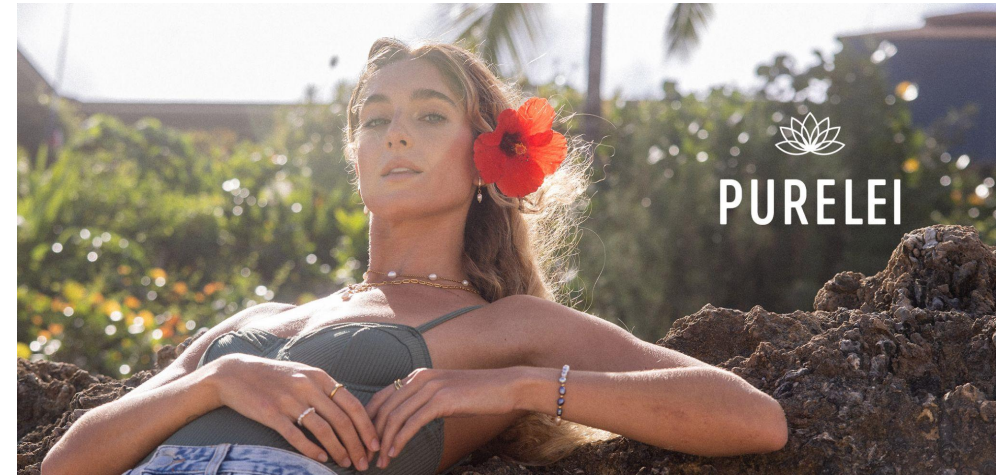
- ✓ **Expanding into new markets and gain visibility** outside Germany
- ✓ **Drive profitable sales**
- ✓ **Gain valuable insights** for future campaigns



Reaching new markets **beyond Germany**

PURELEI's campaign strategy revolved around activating the ZMS Ad Manager to achieve impactful results. To ensure broad market coverage and identify potential markets outside Germany, they chose a multi-market approach. The campaign launched simultaneously in Austria, Belgium, Germany, Denmark, Sweden, the Netherlands, Italy and France. This approach enabled them to expand their reach and effectively evaluate the potential of these new markets.

An important aspect of their strategy was to continuously optimize campaign performance. PURELEI implemented daily monitoring and analysis of data to refine their approach throughout the campaign run-time. By leveraging the insights gained from the data, they were able to make strategic adjustments to bidding strategies, effectively allocate their budget, and maximize their ROI.



PURELEI leveraged the ZMS Ad Manager to:

- ✓ **Collect real-time data** and based on that data, **make tactical optimizations** to further improve campaign performance
- ✓ **Make budget increases** in Germany, based on the positive results during campaign run-time - the adaptive approach led to **maximizing the campaign potential**
- ✓ **Gather learnings based on the campaign results** and found Italy and France being high-potential markets

Campaign highlights

>17.8M

Impressions

>150K

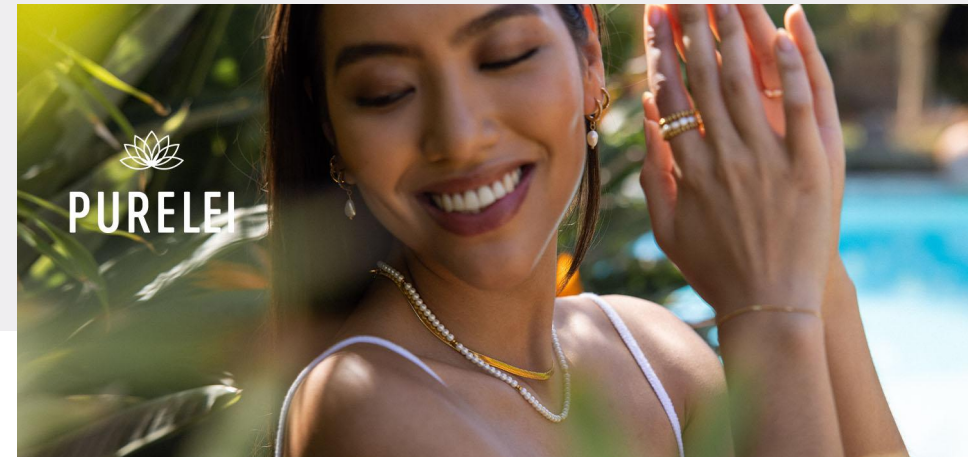
Ad Clicks

+245%

GMV

- “These exceptional results not only surpassed our sales targets but also provided us with invaluable learnings for future campaigns. We have identified significant opportunities for market expansion, particularly in Italy, which will pave the way for further growth and revenue generation. Moreover, our real-time optimization approach, continuously monitoring and adjusting based on data-driven insights, proved to be the key to maximizing campaign performance.”

- Joline Seiwert, Team Lead Business Development at PURELEI



Additional Creative Material



ZMS