

Press Release

The Sparkassen-Finance Portal LLC starts their first personalized campaign series with mashero

- Sparkassen-Finance Portal uses a novel web tool for three personalized pilot campaigns
- Various targeting types were integrated into the dynamic web banners utilizing the TargAdComposer by mashero

The Sparkassen-Finance Portal LLC starts a series of three personalized display campaigns in September. All campaign motives were individualized with the help of the dynamic TargAdComposer, a newly created web-based software by the Berlin startup mashero. The web tool makes it possible to customize online banners via targeting for an unlimited number of target groups. It may be used independent of marketers. The pilot campaigns will be broadcasted in the third trimester by United Internet Media, AdTiger and MaxAd amongst others.

The campaign deploys targeting methods such as geo-targeting, socio-demographic targeting and predictive behavioral targeting. Differentiation occurs by region, gender, age and interest of the internet user amongst others. „Without large costs we may now precisely reach our target groups by demographic data and establish a relationship to regional institutions“, so Alexander Hauser, divisional online-marketing director at Sparkassen-Finance Portal LLC. „Thanks to individualized reach we intend to minimize divergence loss.“

The application allows advertisers to embed an unlimited number of targeting types and criteria into their display ads. „Where previously a separate banner had to be programmed per target group, the dynamic TargAdComposer generates them live meaning the various components such as pictures, videos and ad copy are combined at the moment of click on the banner ad“, Guido Brand, managing director of mashero, explains the principle of the web tool. „This saves resources and simplifies work processes. Also, thanks to the intuitive handling programming knowledge is not required.“

The Sparkassen-Finance Portal LLC is the internet service provider of the Sparkassen-Finance Group and supports the Sparkassen in media-based sales. For now, the pilot project shows motives of one large Sparkasse and two regional Sparkassen associations. Additional campaigns are being planned.

After a development period of two years, the Berlin startup mashero introduced the dynamic TargAdComposers into the market in July 2011. Prior to this the Berlin startup executed successful test campaigns for the Beuth University and Mitsubishi Electric amongst others. The test campaigns achieved increases in click rates of up to 700 percent compared to non-personalized display ads.

About mashero:

Founded in 2009, the mashero LLC offers the dynamic TargAdComposer, a web tool that makes the design, personalization and live-optimization of online ads possible. Adapting online ads to different target groups makes advertising more relevant to consumers thereby increasing the effectiveness of campaigns. The Berlin startup around Guido Brand, André Gräf and Daniel Pieper won the Multimedia Entrepreneurs prize in 2008 and the Business Plan Contest Berlin-Brandenburg in 2010. More information at www.mashero.com.

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