



Digital Display Solutions

Digital Insert

Digital Insert solution from DBS Data fuses our award winning data with complementary digital capabilities. We have partnered with over 1600 publishers to provide a smarter way to target digital inserts within emails and newsletters personalised to an audience that's mobile first and cross device friendly.

Solution

DBS Data creates detailed insight into segments within our own consumer data universe to identify target audiences for specific products. These are then provided to relevant publisher networks so that targeted brand adverts can be inserted into emails and newsletters. The network allows brands to tap into the largest, most attention rich audiences available, making it easy for you to achieve

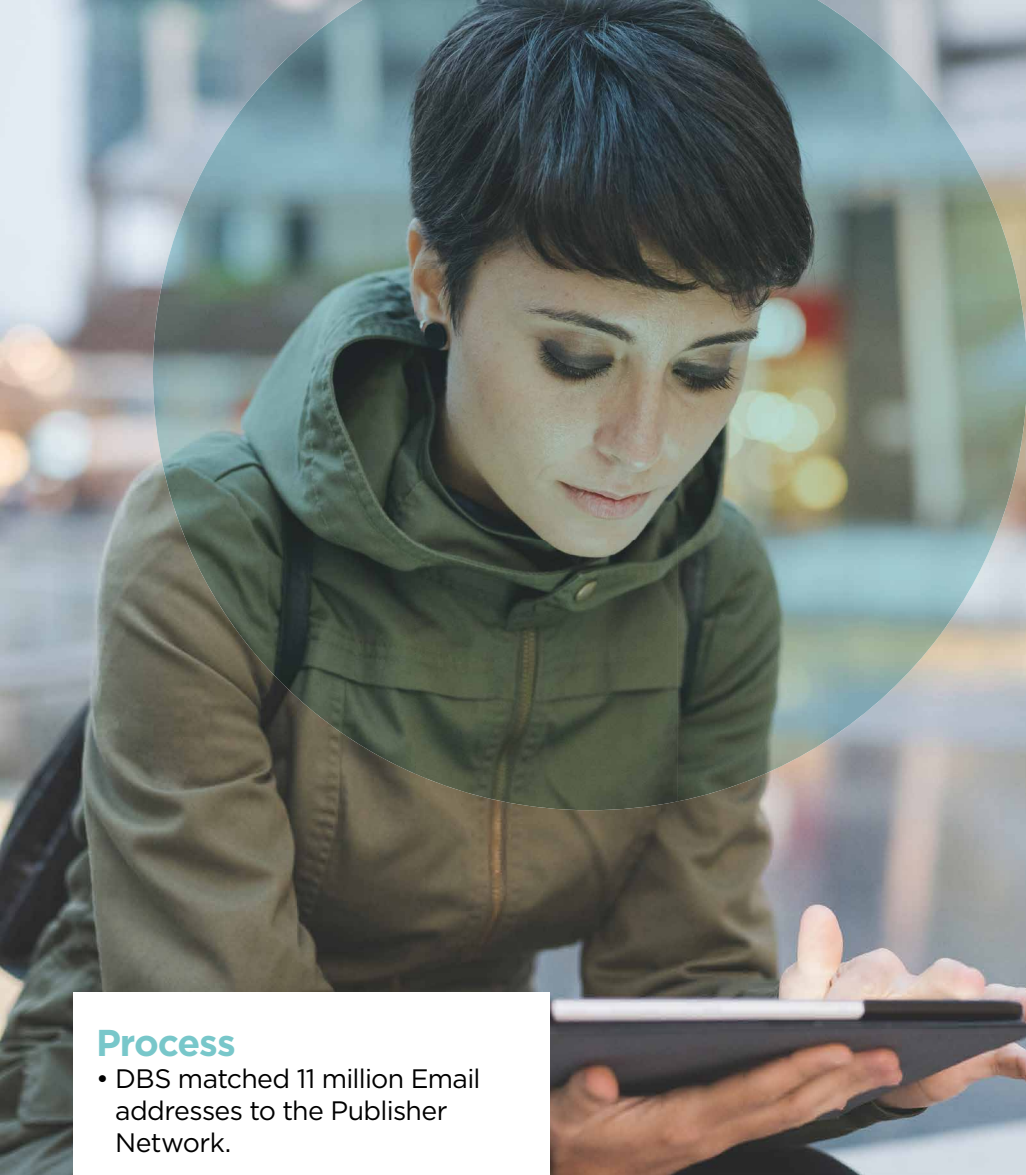
your advertising goals. Both online and offline campaigns can be combined and results are fed back to the client immediately.

Our Publisher Network Includes:-

Trinity Mirror, Discount Vouchers, Postcode Lottery, NewsQuest and Bauer UK, Haymarket, Ticketmaster, Reed.co.uk, Kellogg's, Money Expert along with 1600 additional publishers on a global basis.

Example Data Insights

Arts & Entertainment, Automotive, Business, Careers, Education, Family & Parenting, Food & Drink, Health & Fitness, Hobbies & Interests, Home& Garden, Law, Government & Politics, News, Personal Finance, Pets, Real Estate, Shopping, Sports, Style & Fashion, Technology & Computing, Travel. ▶



Process

- DBS matched 11 million Email addresses to the Publisher Network.
- The selected target audiences are uploaded into the Publishers platform.
- The displays are run for an agreed timescale and results are supplied back to the client.



The digital insert aspect of the campaign delivered them with increased brand awareness and 40% of the overall traffic through to their website

Case Study

One of our existing travel clients had been successfully carrying out targeted email campaigns with us for over a year and was looking for new ways to engage a very niche audience. In addition to their normal April email broadcast they allocated 25% of the campaign budget to our Digital Insert targeting solution to the same audience as a test. The digital insert aspect of the campaign delivered them with increased brand awareness and 40% of the overall traffic through to their website was attributed to this channel from the entire campaign. The client has now restructured their budget to include digital inserts as a core element within their marketing plan for the next 12 months.

Benefits

- Future Proofed, risk free, 1st party marketing
- **A smarter way to buy display -** By using DBS Data Digital Insert you can talk to target markets via publisher display networks.
- **Recipients are opted-In -** and receptive to communication from the publisher - increasing views and exposure for the campaign.
- **Close the marketing loop -** every campaign will deliver detailed reports and insight to help you link the unknown online behaviour back to individuals and enable you to create lookalike models for re-targeting.
- **Recent relevant prospects -** We have access to 11 million individuals and 250 million+ impressions every month across multiple devices.
- **Seamless multi- channel solution -** Fuse online display to direct marketing and allow relevant/timely conversations with your best prospect audiences across all channels.
- **Channel Reach -** Add a new and complementary channel to increase your reach and improve your advertising performance.



To find out more about this research and our other Market Research & compliance services please contact us on 01245 397 570 or email thesalesteam@dbsdata.co.uk

