

„Ever since we’ve launched our product, adlicious has accompanied us as a strategic partner. They not only managed to position our product in our target group within weeks, but also met our performance goals at any given time.“
- Dr. Frank Freund, CFO Raisin GmbH



About Raisin:

Raisin GmbH was founded by a team that has worked in the banking industry for several decades, but always believed that banking products are too complicated and saving should be easier and worth pursuing again. Raisin strives to offer the best European interest rates to German savers without having to relinquish statutory deposit insurance.

The short- as well as fixed deposit products from all over Europe are offered on their platform weltsparen.de.

Campaign goals:

- Generating account openings (leads)
- Increasing brand awareness within the target audience
- Pushing the overall marketing mix by bringing qualified traffic to the platform

Challenges:

- Low brand awareness as a young company
- Defining the target group prior to the product launch
- Highly competitive market of saving deposits, mainly coming from big traditional banks

Results:

- Hitting the CPL goal: adlicious was able to reach the defined target CPL and even exceed the SEM results in many channels (including Text-Ads, Retargeting, etc.)
- Increasing brand awareness: adlicious specifically addressed new customers that have never had contact with the brand before (exclusion of existing customers in the new customer campaigns)
- Performance uplift of the remaining channels, increase of assisted conversions in the channel mix

Key success drivers:

- Tight frequency capping to maximize net reach in the target audience
- Look-alike targeting (modeling of semantic twins) based on the converted users in order to compensate for the lack of pre-campaign target group definitions
- Use of text ads in addition to regular banner ads in order to generate high quality traffic for competitive CPC's especially in the ramp-up phase

Why adlicious?

- Proven expertise in building brand awareness via Real-Time-Advertising
- High degree of consultancy, ideal for young and rapidly growing companies with little experience in Real-Time-Advertising
- Hands-on mentality, honest communication

Interested in working with us?

Contact us via info@adlicious.me or 040-380 45 880