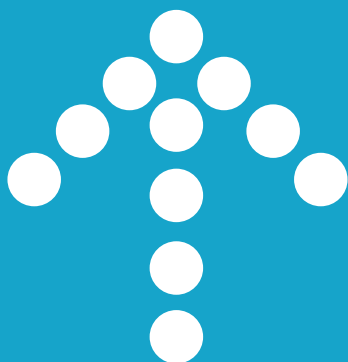




Case Study

“Eurocamp holiday break campaign”
Incremental sales up 50%



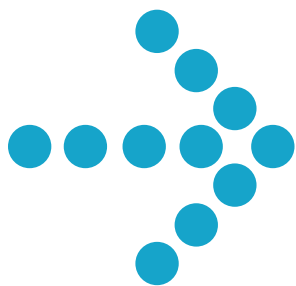
Background

- The ‘Eurocamp’ campaign started on 1st February 2006 and is still running
- Holiday Break selected ValueClick Media directly on the strength of a relationship with a member of our sales team

Client Objectives

The key objectives were:

- To communicate with the following demographic audience: A, B, C1 (ACORN) and especially mothers aged 25 to 50
- To hit a specific CPA target (Cost-Per-Acquisition) and to produce as many new sales as possible each month



ValueClick Media's Approach

- ValueClick Media were differentiated from the competition by having a cost-per-click offering and intelligent reporting
- The strategy was heavily optimised towards websites which gave Eurocamp the highest conversion rates
- Creative banners were changed on a monthly basis to show the different offers
- Eurocamp operates in a niche market, hence highly targeted advertising is the key to success. Alternative networks have been happy to supply low cost traffic across a network, but have never been able to optimise to such a high level, including factors such as time of day and site, using conversion as the measure of success

Results

- ValueClick Media secured incremental business month after month following initial successes
- Successes include a 50% increase in sales generated from network advertising since January 2005
- Internal time savings increased because time is no longer spent trialling alternative networks
- Excellent customer service

"ValueClick Media has increased our incremental sales through network advertising by 50% in 2006. ValueClick Media has been able to find a solution tailored to our exact customer profile. No other network has been able to do this."

Julie Fairhurst,
Marketing Manager
Holiday Break Plc

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