

AUDIENCE **SERV**

# Case Studies

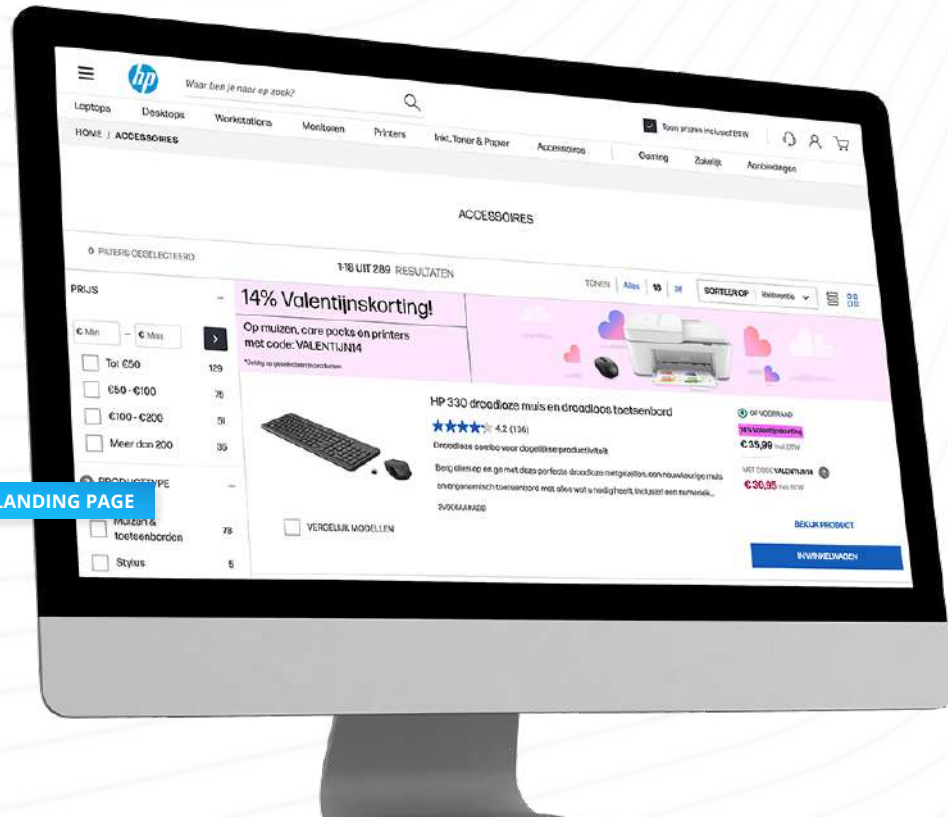
Audience Serv's mission is to put the right product into the right hands at the right time thanks to smart data-driven email marketing and its B2C database of over 130+ million users worldwide.



## About Hewlett-Packard

HP is a multinational information technology company that sells PCs and other computing devices, software and related business services.

**HP was looking for an effective solution to target the right audience in a GDPR-compliant manner in order to generate more sales while winning new customers.**



## Campaign (4 SEP - 31 OCT 2023)

Product: EDM  
Vertical: Electronics  
Geo: Netherlands


### Goal

 New Customer Acquisition

### Available Volume (NL)

 3 Million Users


### Targetings

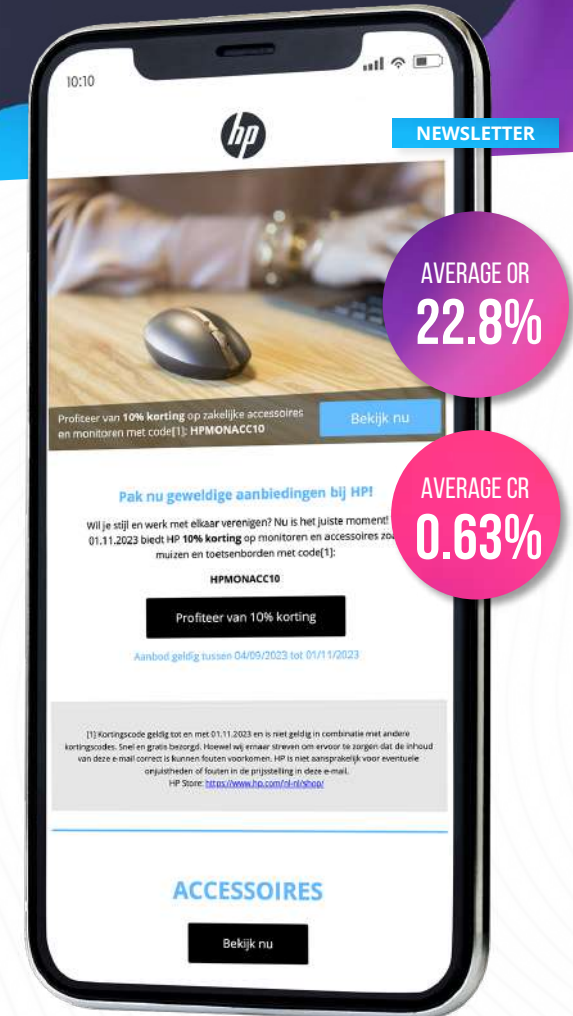
 Women  Men

 Netherlands  18+ Years

 Interest in computer hardware

### Results

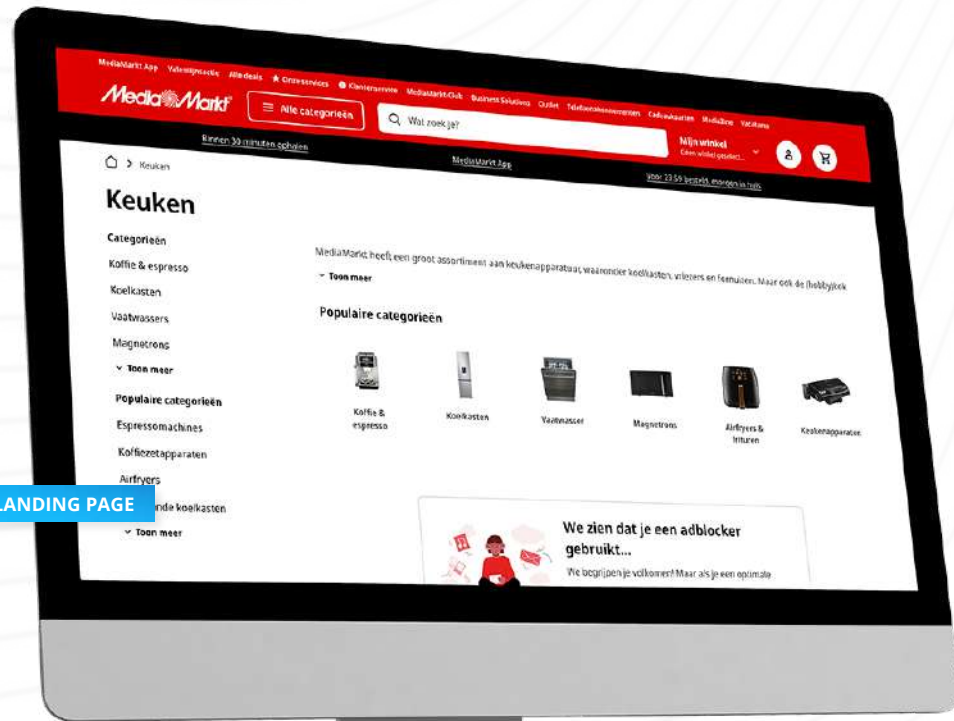
 Audience Serv's intelligent and data-driven direct marketing solution enabled HP to achieve a steady increase in sales volume.



## About Media Markt

Media Markt is a German commercial network and the largest European retailer of consumer electronics and household appliances.

Media Markt was looking for an effective solution to promote their "VAT free" promotion in order to win new customers and increase brand awareness.



## Campaign (24 JAN - 28 JAN 2024)

Product: EDM  
Vertical: Electronics  
Geo: Netherlands

### Goal

- ➔ New Customer Acquisition
- ➔ Brand Awareness

### Available Volume (NL)

- ➔ 3 Million Users

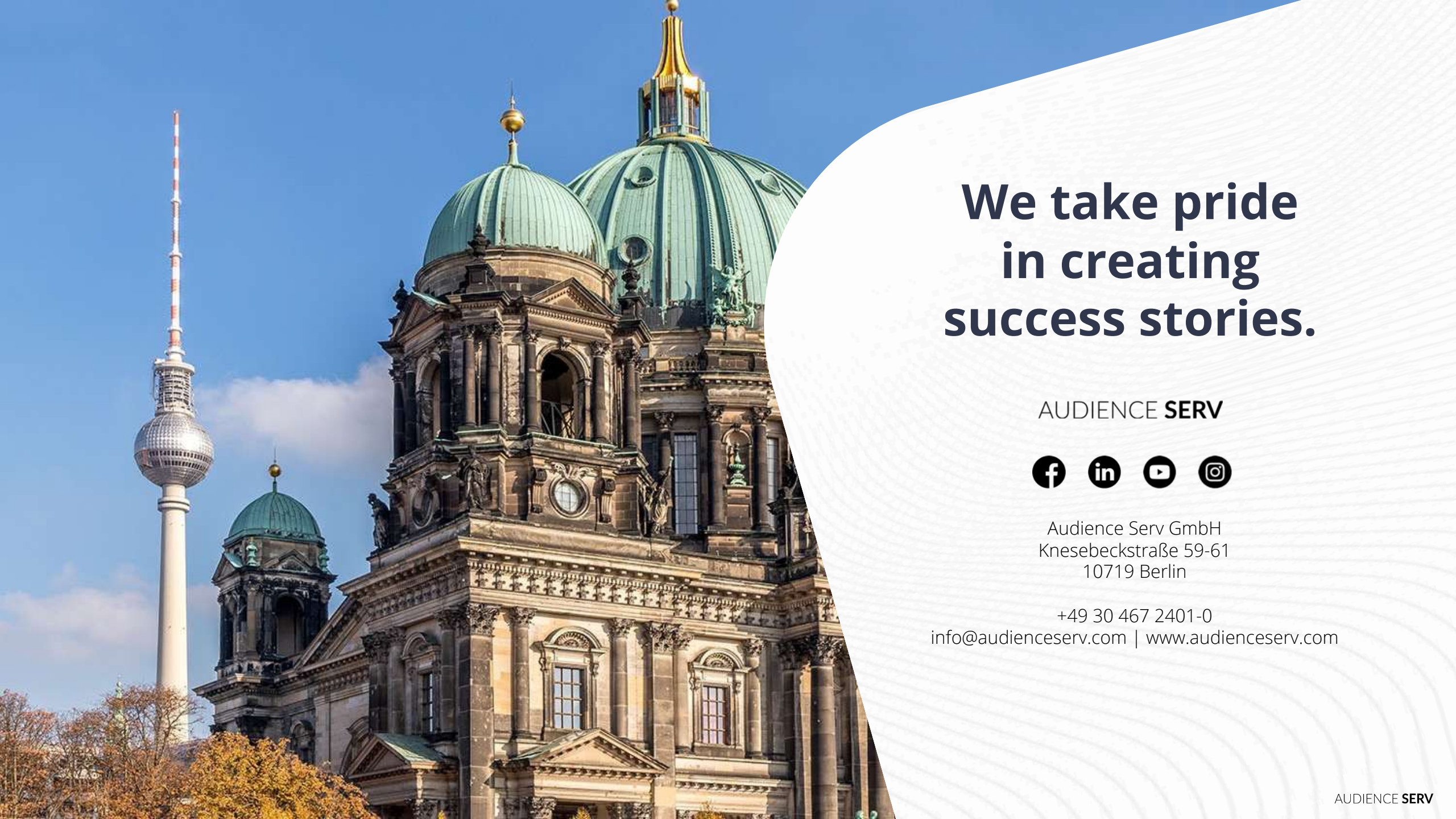
### Targetings

- ➔ Women
- ➔ Men
- ➔ 18+ Years
- ➔ Netherlands
- ➔ Interest in electronic devices
- ➔ Interest in household appliances

### Results

- ➔ With the help of our highly personalized email marketing solution, Media Markt was able to achieve high conversions and win satisfied customers while significantly increase their website traffic.





**We take pride  
in creating  
success stories.**

AUDIENCE **SERV**



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