

How E.ON used Nano's Live Intent targeting to drive awareness during a strategic period



Nano targeted live searches around E.ON's Boilers and Renewables' products

The campaign's goal was to reach users and gather a good engagement while also maintaining a premium quality traffic.

BOILERS

1.6M Unique users

1.63 Average contact frequency

0.25% CTR

80% Viewability

RENEWABLES

3.5M Unique users

2.42 Average contact frequency

0.29% CTR

69% Viewability

WINNING STRATEGIES

40% Audience found on **cookieless browsers**

 **Cost-efficient solutions** keywords had the best engagement

 **Mobile devices** had the best performance



This campaign was not only about agility it was also about using Nanos technology to target the right people in the right context (without relying on cookies). With E.ONs budget smaller than some of the other big 6 they need challenger thinking like this to make their spend go further. This campaign from Nano delivered way beyond what we expected.

Simon Dockery
– Managing Partner (Vizeum)