

FROM MARKET CHALLENGES TO RECORD-BREAKING PERFORMANCE

Initiative



The Challenge & Objectives

PERIOD	SALES TARGET	VS. 2024
Black Deals	10,548	+42% vs. 2024
Christmas Deals	11,685	New
Total Budget	1.1M€	7 products

Every euro had to work harder.
The challenge: outperform last year in a more expensive, more crowded landscape.

Market
CONTEXT

+50%

Retail purchases

During Black Friday

-5%

Budget cut

Holiday spend

+26%

Cost Increase

Across channels

WHY ONE-SIZE-FITS-ALL FAILS

INSIGHTS

Branded search dramatically outperforms generic ones

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UGC drives efficiency with Gen Z on TikTok

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Static format locks in travel insurance conversion

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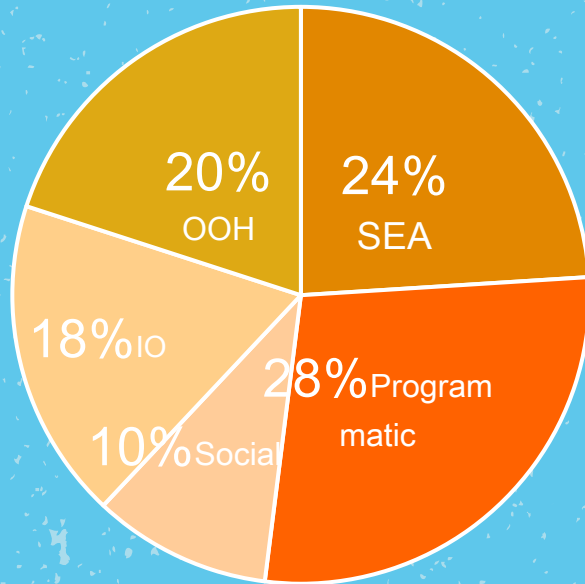
Countdown urgency converts at scale

THE STRATEGY : 7 PRODUCTS, 7 PLAYBOOKS

PRODUCT	AUDIENCE	INCENTIVE	PRIORITY CHANNEL
Credit Card	Adults 25-45	50€ - 102€ cashback	RSA Demand Gen Outbrain
Personal Loan	Adults 30-55	25€ cashback	RSA Outbrain
Easy Invest	Adults 18-44	Up to 100€ cashback	RSA PMAX Meta Demand Gen
Star Fund	Adults 25-64	40€ cashback	RSA PMAX Meta
Travel Insurance	Adults 25-64	20€ cashback (BF)	RSA PMAX Demand Gen
Youth Account	Gen Z (18-24)	50€	Outbrain Meta TikTok RSA
Minors Account	Parents of kids (8-17yo)	25€ (BF) – 50€ (XMAS)	RSA Outbrain

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BUDGET SPLIT



SEARCH & PMAX

High-intent capture – branded



PROGRAMMATIC

Deeper funnel progression with Demand Gen;
Replaced low-ROAS (OpenX/Amazon)



IO PARTNERS

Outbrain as high-performing native;
Channel Factory cut



SOCIAL MEDIA

TikTok UGC for Gen Z;
Meta for families and older segments



OOH

Contextual amplifier at MediaMarkt, Malls,
Christmas Markets

The OOH AMPLIFIER EFFECT



WITH 25%

SEA Budget increase

vs. Black Friday

UP TO 237%

Search uplift

OOH Christmas Market





10%

Black Deals Uplift **Christmas Deals Uplift**

High competition

Holiday peak performance

32%

43%

CPA Reduction

40,52€ in 2025 vs. 63,67€ in 2024

143%

Sales Uplift

Youth & Minors – Records

1 SMARTER CHOICES

Performance wins came from optimization, not bigger budgets.

3 OOH AMPLIFICATION

Physical activations created measurable digital momentum.

2 TAILORED INCENTIVES

Specific cashback for each target group helped generating record-breaking sales.

4 REAL-TIME AGILITY

Twice-weekly monitoring enabled fast budget and format shifts.

Thank You

