

Niko – Connected Switch

Wireless switches: stick them to a wall and they are ready! Nevertheless, the product adoption remains quite low.



+73%
Clicks
CTR +63%

Objectives

Increase awareness around the connected switch. Let people know that you don't have to break your walls to place a switch everywhere you want.

Strategy & solution

Use of premium sales houses in programmatic combined with contextual targeting (available categories through DBM – Classical formats). Thanks to those two tactics we have been able to generate a much higher CTR% than forecasted.

Results

The average CTR was 63% above the forecast.