



TERAVOLT

Zalando: Targeted commerce on the big screen



We design and produce excellent services in a TV landscapes driven by digital transformation

Status Quo

Our focus: Consulting, Creation and Production

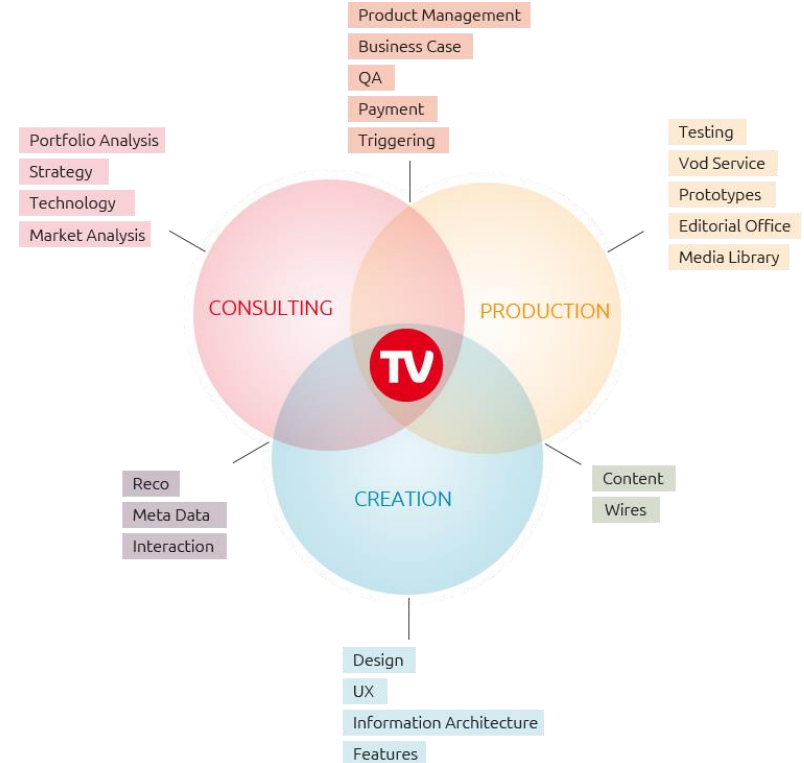
References



Awards

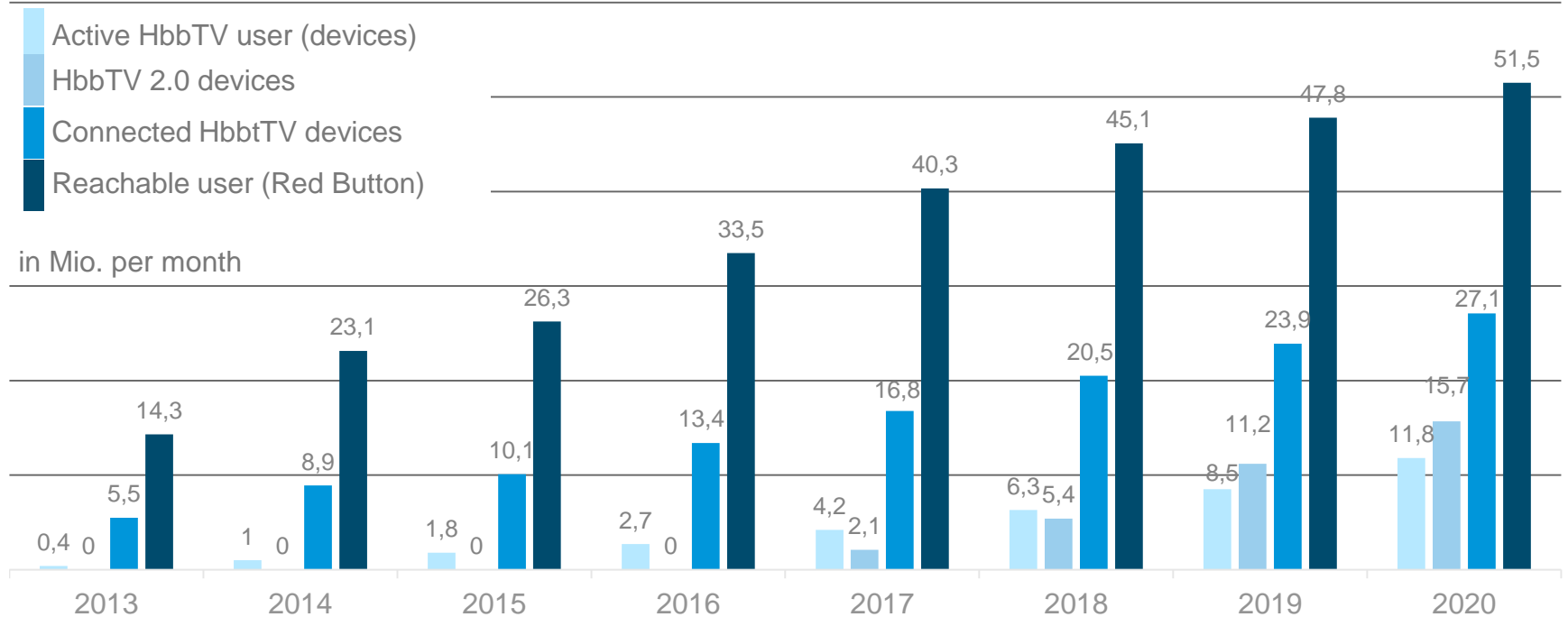


Owned



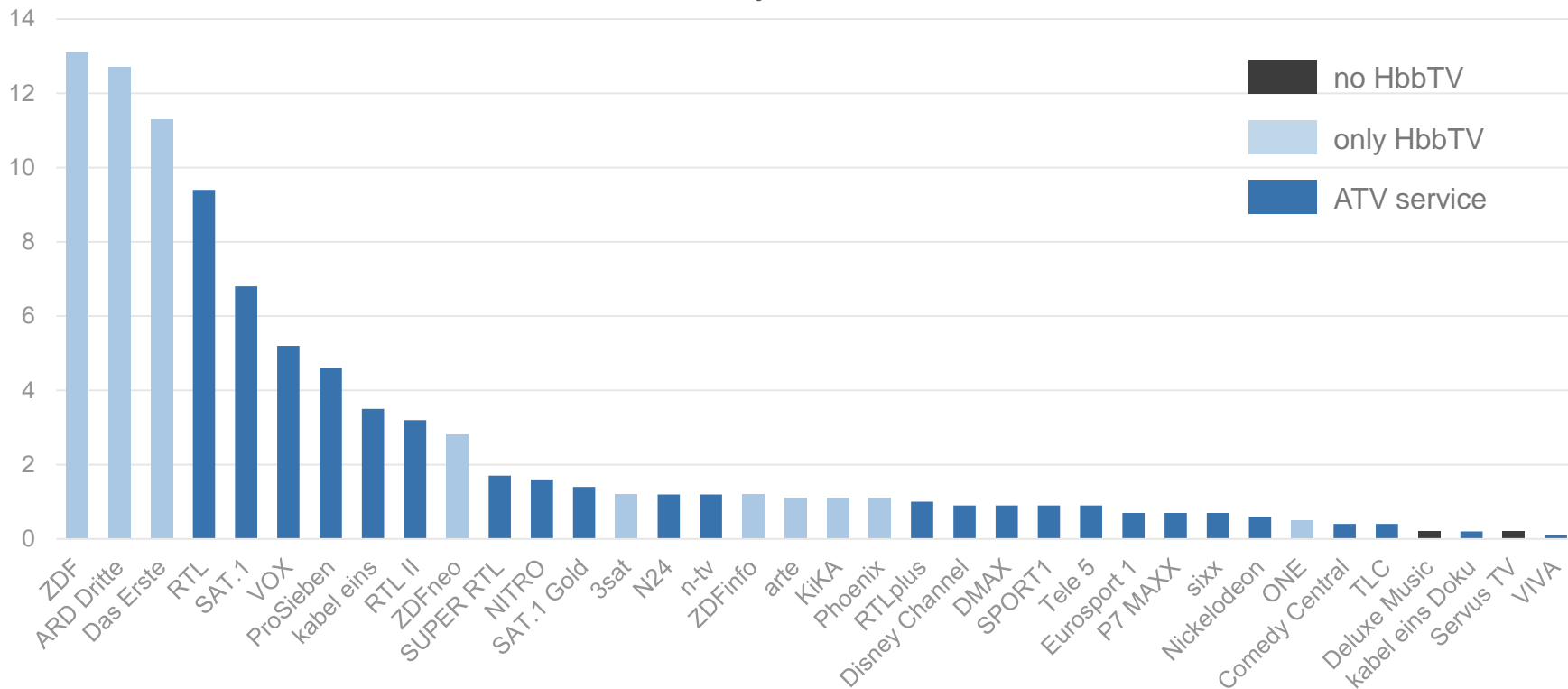
Strong growth of connected devices and active usage

Status and forecast HbbTV in Germany

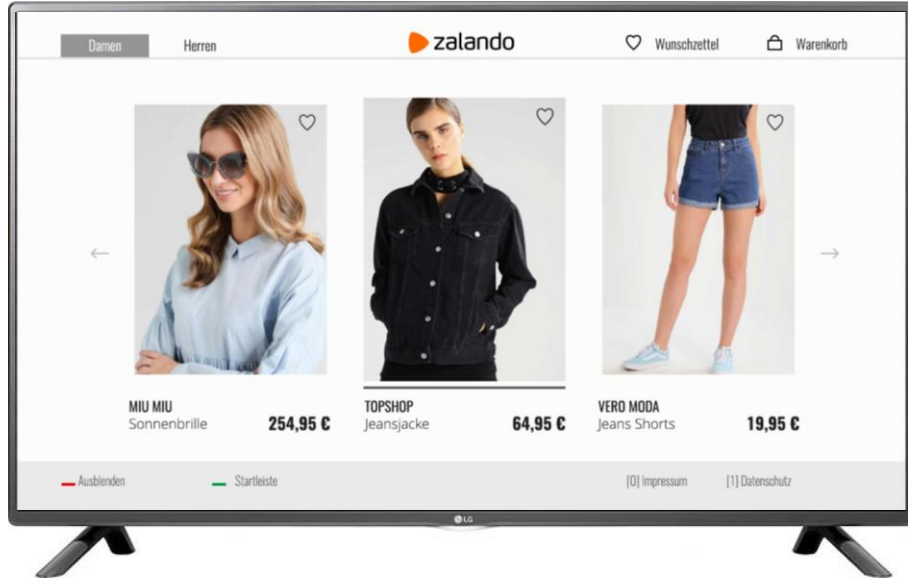


ATV available at most private broadcaster

Channels and HbbTV service ranked by TV marketshare in %, Jan-Jul 2017



Zalando Case: Prototyping with SmartPages



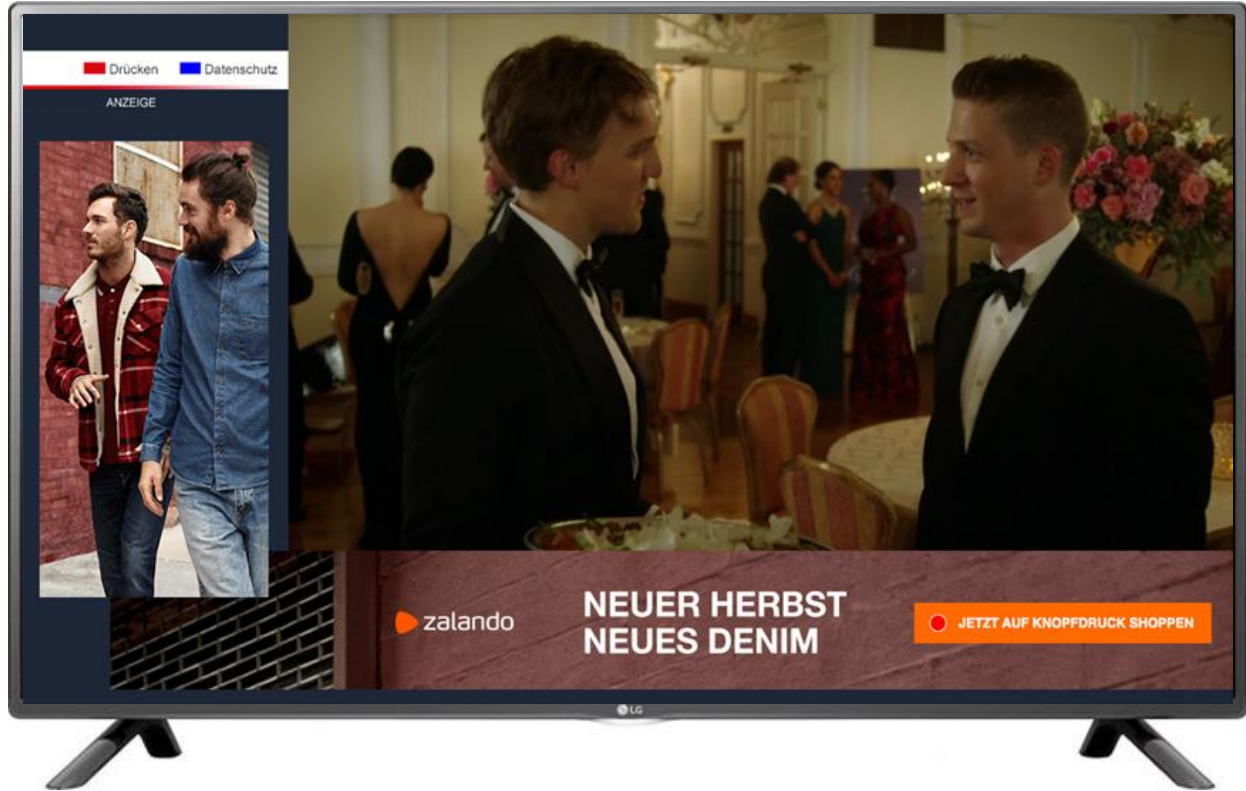
Zalando Case

HbbTV shopping solutions

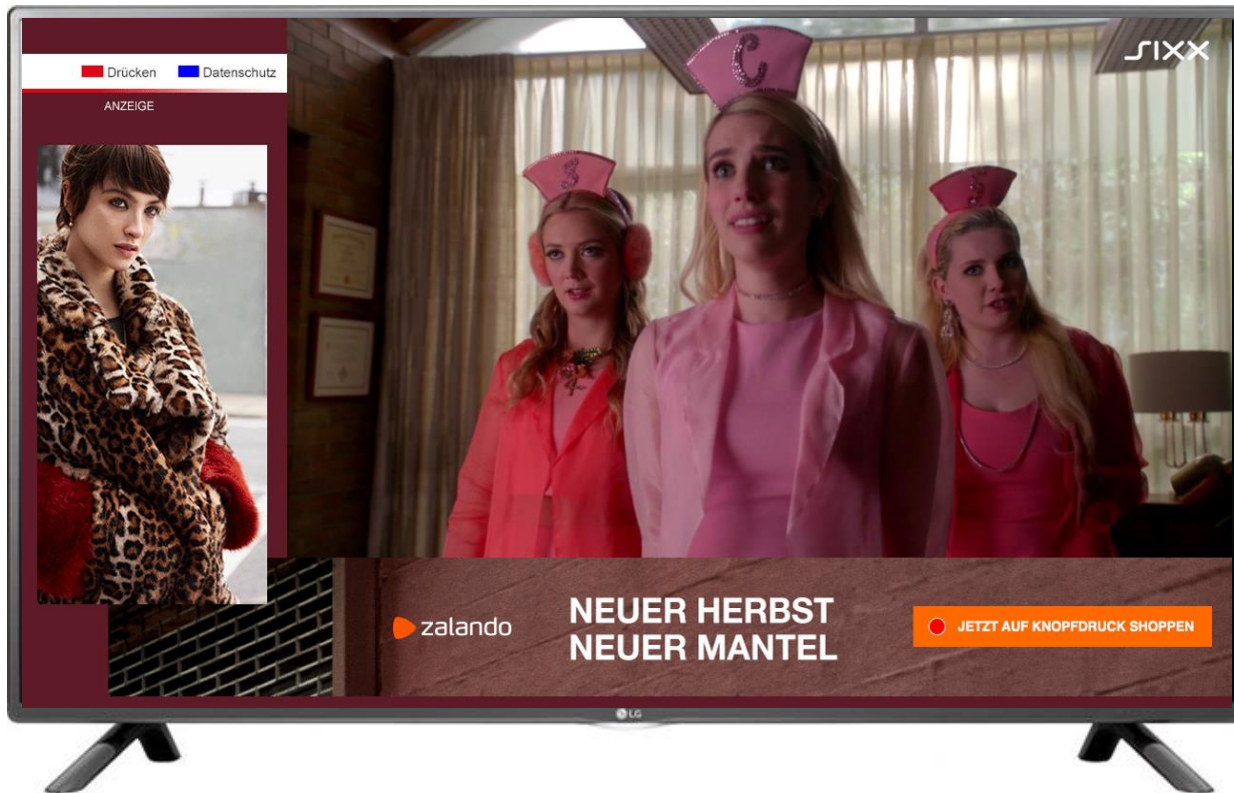
- First flight Autumn/Winter
- 6 channels with up to 11 Mio devices:
Pro7, Sat1, Kabeleins, Sixx, K1Doku,
Sat1Gold
- Switchin XXL Ads with targeting:
Male 18-39 and Female 18-39 with
Fashion Interest
- Live connection to Shop-API



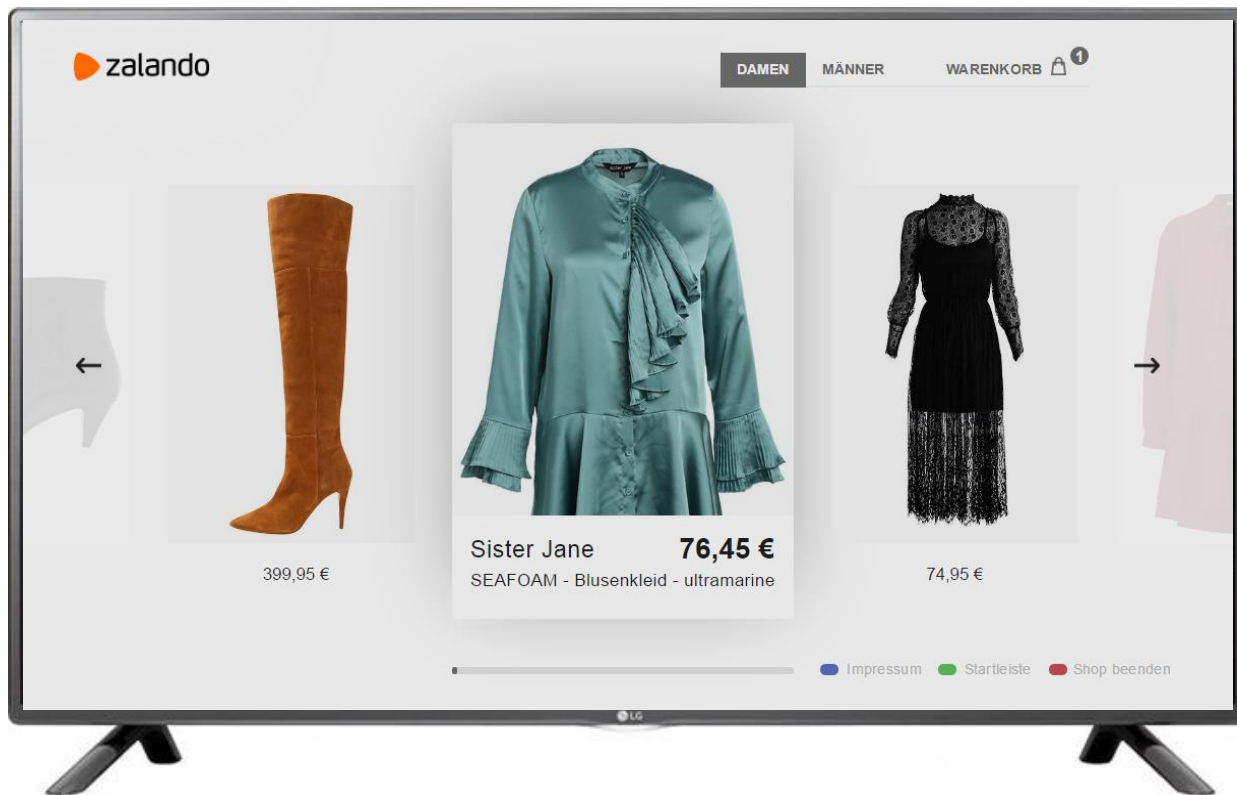
SWITCH IN AD (1 OF 6)

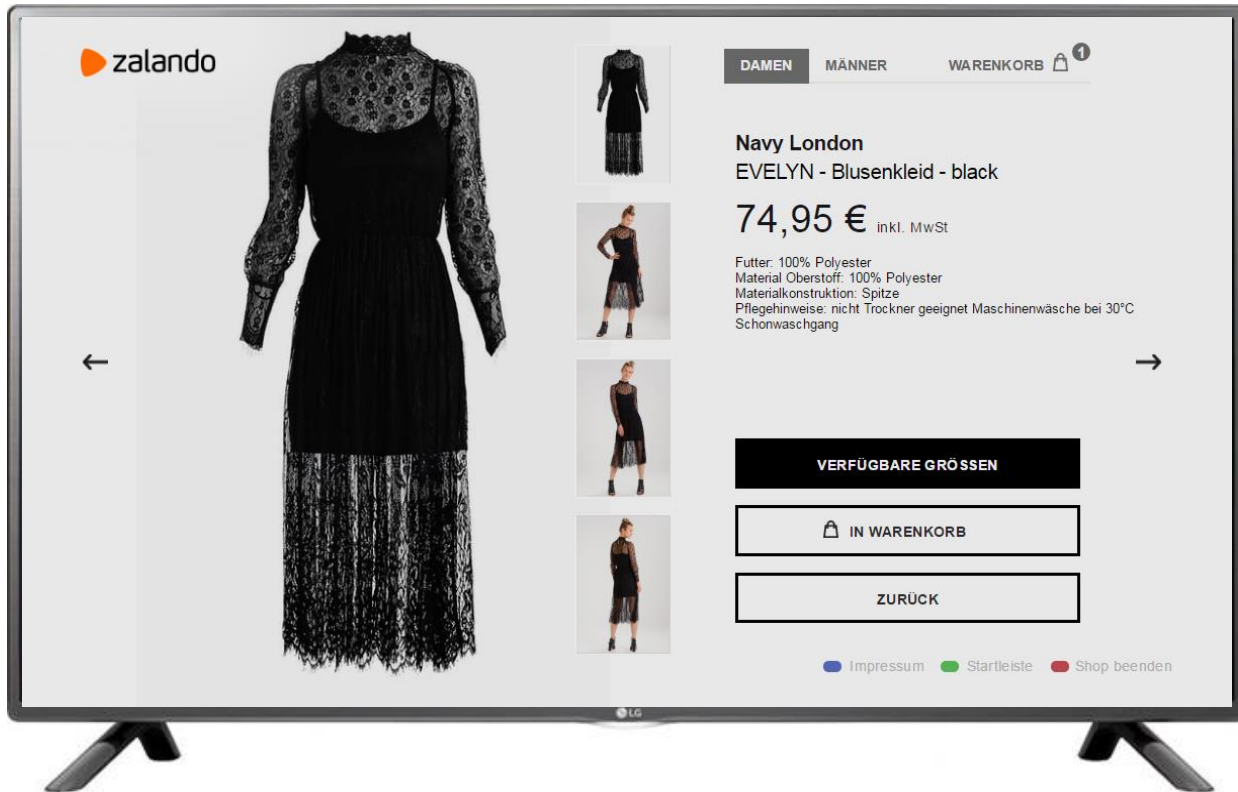


SWITCH IN AD (1 OF 6)

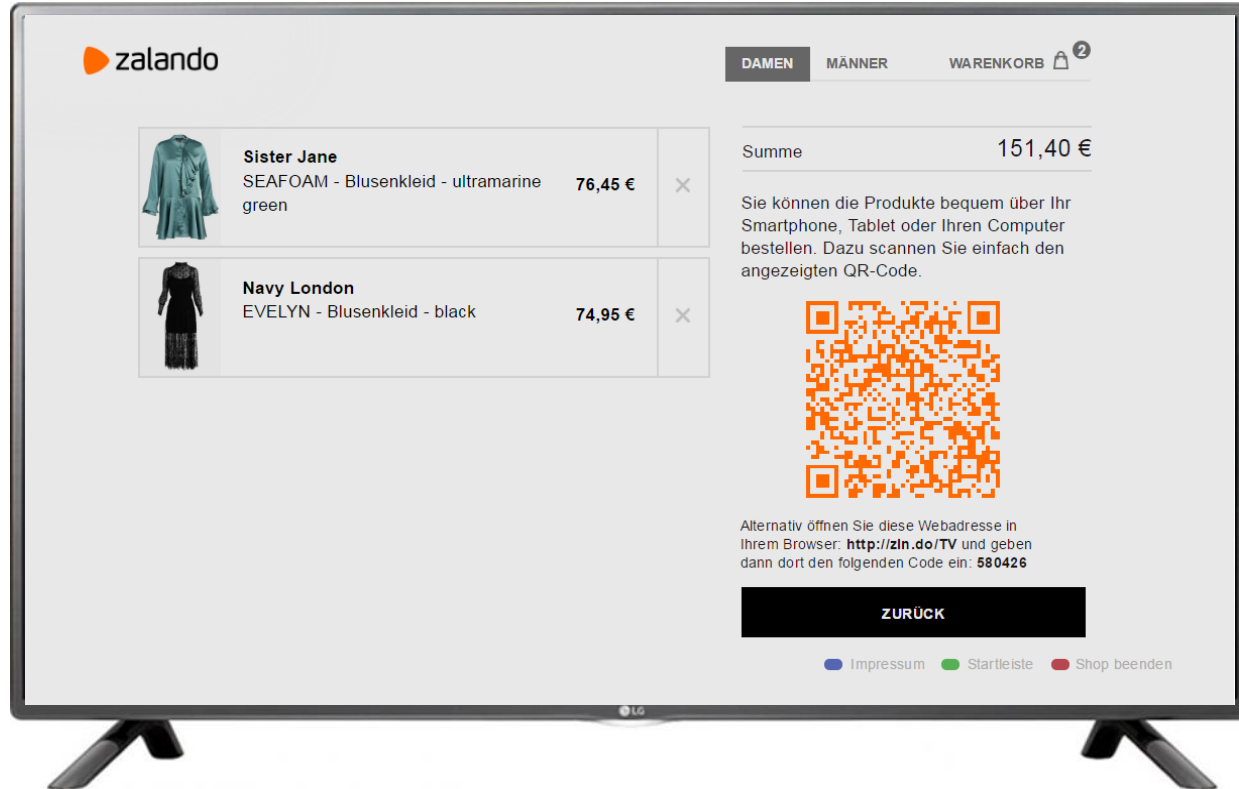


CATEGORY





CART / CHECKOUT



KEY FACTS

Clickrate on SwichtIn XXL: 0,2 %

Successfull Targeting Solution on aTV based on PBT by nugg.ad

High drop-out rate.

Next steps: media specific optimizations: UX, Content, Special-Offers

Take Away

Transformation of pure branding channel (leanback device)

Acceptance needs time

Mixed Branding/Performance

Plus: Customized consumer communication and targeting

Kontakt

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Vielen Dank