



Case study

Hansa faucets
Smart kampagne
2020

“With B2B Audience Marketing, we were able to reach our target group digitally, even in difficult times without trade fairs. This allowed us to successfully draw attention to our Hansa Smart products.”

Ursula Laavric, Marketing Manager Germany & Austria, Oras Group

CASE STUDY HANSA SMART

Initial situation

- The Oras Group is one of the leading manufacturers of touchless faucets for sanitary facilities. A decisive product advantage lies in the simple configuration of important settings with a mobile app and Bluetooth® technology.
- Main target group of the planned campaign: B2B
- Due to the Corona restrictions of the year 2020, important B2B trade fairs were not held for Hansa faucets.
- The customer's wish was to reach its core target group and to benefit target group and to convince them of the new Bluetooth®-enabled HANSA SMART faucets.
- HANSA SMART is a new generation of faucets with integrated Bluetooth technology.





CASE STUDY HANSA SMART

Approach and purpose

- Our consulting team planned a programmatic online video campaign based on our B2B trade show data.
- The campaign's aim was to generate high-quality traffic within the target group and to create awareness for the HANSA SMART products. Hansa introduced the Smart category of washbasin faucets with touchless functions for easy operation and water saving.
- The main target group was trade show visitors from 2018 & 2019 as well as visitors from other trade shows in this segment.
- Based on the specified target group, our data specialists identified the potentials and created the targeting segments.
- The campaign was played out cross-device over a period of 8 weeks.
- After the campaign, the touchless / intelligent faucets should be seen as a good option for private home use by the consumers.

Results

- The good campaign results in terms of delivery and the KPIs confirm that the trade fair data provides high quality traffic in a highly relevant environment.
- Despite the very pointed target group, meaning trade fair visitors of the past ISH trade fairs from 2018 and 2019 as well as visitors from other trade fairs in this segment, the campaign was delivered 100% of the time.
- In addition, the VTR benchmark of 65% was exceeded and amounted to 73% in the campaign.



580.396 Completed Views & 73% VTR
(65% Benchmark)



0.06 EUR CpCV



1.00% CTR with ~ 8.000 clicks