LIDL HELLAS SUCCESS STORY

Lidl Hellas dominates Thursdays with Project Agora’s Content Discovery and InArticle Light Ad-Experiences

“Working with Project Agora’s advertising solutions, we managed to significantly boost awareness and engagement for our online brochure. Campaign over exceeded all metrics and continues to do so, bringing impressive results for all our business KPIs”.

Lidl Hellas
Online Marketing Team

ADVERTISER
Lidl Hellas, part of the German international discount supermarket chain that operates over 10,000 stores across Europe and the United States, has a strong online presence and a “Research Online-Purchase offline” strategy.

CHALLENGE
To bring consumers into the stores by boosting awareness of the already popular Lidl Hellas weekly offers brochure and increasing related traffic to their website.

OUR SOLUTION
Use two creative solutions, Content Discovery (utilizing Taboola) and InArticle Light, a native display format, which guarantee website traffic increase through Project Agora’s sharp targeting.

RESULTS
Campaign results were outstanding with the selected formats increasing CTR and viewability and exceeding industry benchmarks. The campaign also won prominent local industry awards: a DiMe Award, a Mixx Award and a Marketing Excellence Award.

RESULTS

\[ \times 4.5 \]
Market Average CTR

\[ \times 1.7 \]
Market Average Viewability

\[ >15 \]
Pages per Session
Average Session Duration 3.5mins Quality Traffic
MARKETING OBJECTIVE

Lidl Hellas, part of the German international discount supermarket chain that operates over 10,000 stores across Europe and the United States, has a strong online presence and a “Research Online-Purchase offline” strategy.

The brand’s main goal was to bring consumers into the stores. Their online analytics indicated that the weekly offers brochure, updated ahead of the start of the week, was one of the most popular features with consumers. Consumers who visited the brochure section had very low bounce rate, and increased average time per page. Based on these insights, Lidl Hellas adjusted their strategy to focus on boosting the brochure awareness and related traffic to their website.

SOLUTION

Lidl Hellas worked with Project Agora to deliver a campaign which would make the most of Project Agora’s sharp targeting and innovative formats.

To promote the online brochure and dominate Thursdays, the campaign included two creative solutions: Content Discovery (utilizing Taboola) and InArticle Light, a native display format. The two formats were used to “distribute” the brochure to the target audience online and lead them to the landing page, to browse through the weekly offers.

The campaign targeted the core Lidl Hellas persona: Household Shoppers, Home Chefs, Young Parents and Youngsterz. Depending on ad hoc brochure offers, additional personas were added to the mix, that matched special interests, such as Bob the Builders, Suits and Beauty & Fashion Queens.

The campaign success was measured with the following KPIs: traffic, low bounce rate, good avg duration on site, viewability, premium placement. The selected formats delivered a high impact message, while respecting user experience. The campaign run both on desktop and mobile, with ongoing optimization based on the KPIs.

Campaign duration: November 2018 – March 2019

Country: Greece