

# How ista Boosted Brand Visibility & Quality Traffic with “Brandformance”

MINT SQUARE

## CASE STUDY



# Driving Sustainable Growth through Brandformance with Adform & PubMatic Deals

**Partner:** MINT Square

**Client:** ista (energy service provider)

**DSP:** Adform

**Market:** Germany

**Objective:** The main objective of the campaign was to increase brand visibility and drive qualified traffic to the website.



adform



Example: Ista display ad

## Challenge

The challenge was to boost **brand visibility** while driving high-quality, **conversion-ready traffic**.

## Approach

To reach both awareness and performance goals, we implemented a **brandformance approach** in Adform and structured the campaign into two complementary orders.

The **Branding order** focused on reaching new potential users by activating **data and contextual segments** around landlords, property managers and real-estate audiences. This ensured broad yet relevant reach and strong visibility in the target group. Prospecting data segments were layered with a **global whitelist** and PubMatic deals, securing premium, brand-safe inventory and significantly improving both the **quality of traffic** and **overall visibility**.



The **Performance order** was created to convert this interest into **measurable actions**. We built lookalike and retargeting segments based on key website pages to **re-engage high-intent** users and guide them further down the funnel towards the thank-you page.

## Results

### Overall Results:

- 6 million delivered Impressions
- Viewability: 78,13%
- CTR: 0,19%
- Landing Page Visits: 17.064
- Thank you Page Conversion: 199

### Branding Results:

- 4.4 million delivered Impressions
- CPM of 3,34 €
- Viewability of 84,97%

### Performance Results:

- CTR of 0,62%
- Landing Page Visits: 13.924
- Thank you Page Conversion: 137

## Want to get even more out of your campaigns?



Reach out to your dedicated contact or write to us at [support@mint-square.com](mailto:support@mint-square.com)