

Launching a
new flavor
for Yakult.

TECH
ADS

NIEUW



Online display specialist.

Our campaigns bring your potential customers just one click away from a purchase, conversion, or contact moment. We do this through continuous innovation and by developing tailored solutions that give you an uncatchable edge over your competitors. Day in, day out, our unique approach and technology prove their value. From TV Synchronization® to In-Basket Targeting®—our strategy seizes every opportunity.



Strategic Analysis

Based on market analysis, competition, and channels, we develop a strategy that aligns seamlessly with the target audience.



Playbook

This strategy forms the foundation of the campaign, including a brand safety package, concept and call-to-actions, and an analysis of the most effective conversion models and reporting options.



Design

Our creative team designs eye-catching, high-converting ads that match your brand and instantly drive engagement.



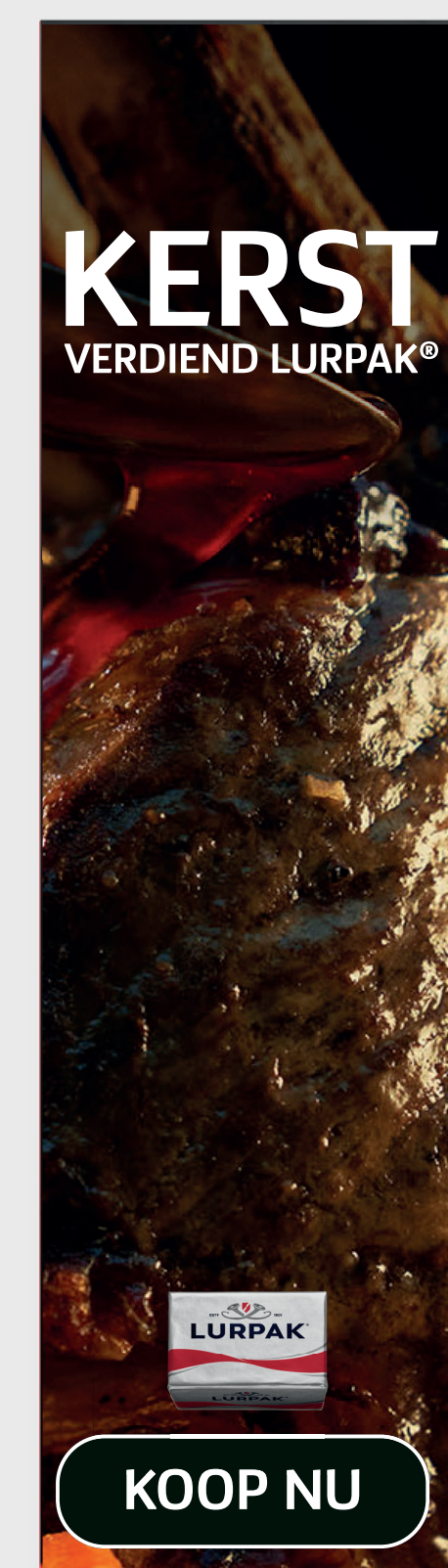
Reporting & Optimization

We monitor and analyze campaign performance in real time, delivering valuable insights to optimize results and ensure ongoing success.



SUCCESS

From banner design to implementation, we know what converts.



Case study Yakult:

For the launch of Yakult's new peach flavor, the focus was on a targeted and conversion-driven digital campaign. To lower the barrier to purchase as much as possible, we used Direct2Basket technology, allowing consumers to add the product to their shopping cart with a single click.

In addition, the campaign focused on high-quality leads and end-of-funnel targeting—reaching exactly those consumers who were ready to buy.

Yakult

GOEDE BACTERIËN



Direct2Basket

One of the main pillars of this campaign was the use of Direct2Basket technology. This innovative approach enabled consumers to add Yakult Peach to their digital cart with just one click—no extra steps, no distractions. This not only made the buying experience faster and easier, but also reduced the chance of drop-offs during the purchase process.

By deploying this technology strategically within the display campaign, we boosted conversion rates and tapped into impulse buying behavior from both new and existing Yakult customers.

High-quality data targeting

The strength of this campaign lay in a data-driven targeting strategy that focused on quality leads instead of broad reach. Using smart analytics and behavioral data, we were able to show ads to consumers with a proven interest in probiotics and functional nutrition.

By identifying users already in the final phase of the customer journey, we significantly increased the chances of conversion. This resulted in more efficient media spend and maximum impact on Yakult Peach sales.

Results

1,2%
CTR

73%
Brandlift

72%
New sales

53%
Retention

NIEUW!
PERZIKSMAAK

Yakult

Verhoogt het
aantal goede
bacteriën in je
darmflora.



Lees meer.



awareness



interest



decision



action

NIEUW!
PERZIKSMAAK

Yakult

Bestel nu
voor een
gezonde
darmflora

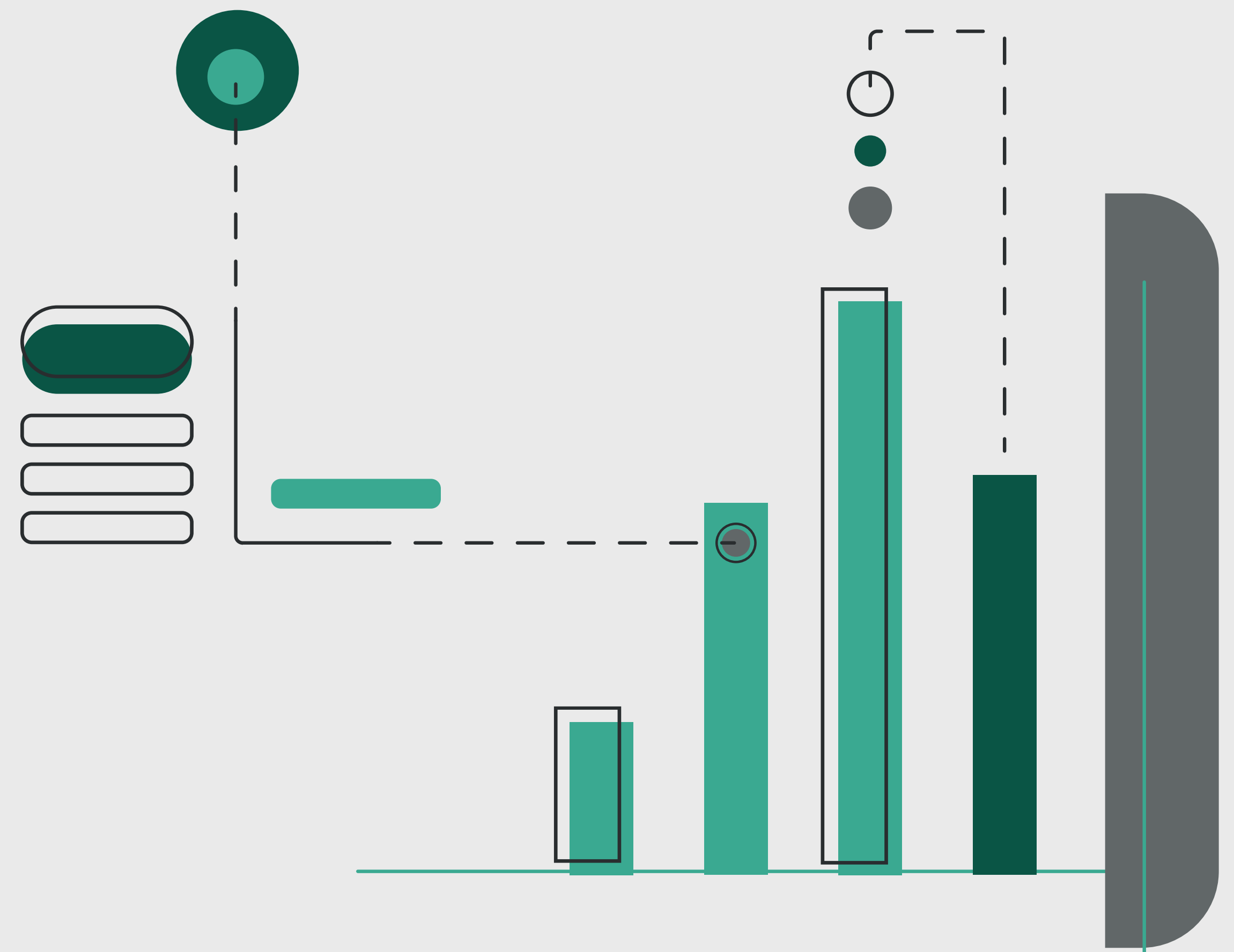


Koop nu!

We look beyond impressions – we deliver measurable results.

Our advanced reporting and KPI-driven advertising strategy enables businesses to make informed decisions based on data.

From predictive modeling to automated optimization, TechAds transforms raw data into strategic advantage. This allows brands to manage their campaigns more effectively and proactively respond to market trends and consumer behavior.



**We are proud to work
with companies like:**



Kickstart your campaign

Contact us.



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“Invest in technology before your competitor does.”

Eduard Nandelall
CEO