

Case study NS: Bridging online & offline channels

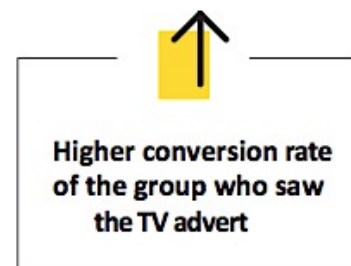


Adding TV as a step with the TV Remarketing tool

NS (Dutch National Rail) tested the effectiveness of TV ads across the real and digital world, by triggering real-time online personalization. Via Mediasynced's TV remarketing tool, a signal was pushed to Relay42 (DMP) the moment the TV advert was broadcasted. Then, a detailed business rule could be applied via Relay42;

'If a person visits the NS website within [X timeframe] during or after the broadcasting of the TV advert, show them a message which matches the advert'

This creates a valuable targeting group in the DMP for which NS can sync offline with online messaging, and personalize at scale on online channels. The DMP is a powerful automated tool, which enables the transport network to connect seamless experiences prompted by real life stimuli.



The TV Remarketing tool showed that the NS obtained a higher conversion rate for the targeted group who saw the TV commercial.