

Advertising on the go



The advertising platform
with impact.

Managed audience

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**Facts &
figures**





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CONTACT

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Content

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DESCRIPTION

Key points in brief

- Use our valuable shopper data for effective, digital brand marketing in video advertising and any form of display advertising to specific target audiences beyond the Coop universe.
- Take advantage of the exceptional data quality thanks to the use of transaction and cash till data, as well as effectively collected (not estimated) socio-demographic data.
- Your target group will be individually defined and will be available for you to use exclusively and without restrictions for your chosen period or for a year.
- Receive full cost transparency and control via contact accurate billing, based on effectively generated views.
- With our building block campaign, define for yourself which Coop target groups or purchaser segments you wish to use.
- Coop sets up the campaign for you with your defined target group.
- Coop operates your campaign and setting it up

DATA SETS

Our transaction and interests data from brick-and-mortar and online retail is collected on the basis of the following touchpoints:

- Scanning data
- Transaction data from web shops
- Behavioural data from online advertising and web shops
- Information on household situations and socio-demographic data through client club registrations and surveys

The data is a mix of consumer and purchasing behaviour, socio-demographic data and behavioural data in our web shops and digital services.

EXAMPLES

Target groups	Potential
Beer buyer (18 months)	851'000
Family with child (aged 6–12)	442'664
Women aged 31–45	514'100

SPECIFICATIONS

- ➔ Download the specifications for your individual landing page [here](#).

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Campaign / procedure

In four steps, you can create a campaign that is individually tailored to your goals and needs:

PROCEDURE 

PHASE	1	2	3	4
ACTION	Initial contact – target group enquiry at Coop	Coop’s offer and the client’s acceptance of the offer	Coop delivers the campaign to the defined target group	Final reporting and invoicing
PERFORMED BY	Customer and Coop	Coop	Coop	Coop
DESCRIPTION	<ul style="list-style-type: none"> • Agree on (campaign) goals • Agree on campaign target groups • Advice on optimal approach regarding single/multiple campaigns with target group, target area/language, advertising formats, budget and timing, single measure or integrated campaign 	<ul style="list-style-type: none"> • Request for booking to lena.spahr@coop.ch • We assess the target group potential based on the target groups you defined • You book a target group and the desired number of ad impressions 	<ul style="list-style-type: none"> • The campaign is set up through Coop’s infrastructure • The campaign is linked to the target group data 	<ul style="list-style-type: none"> • Final reporting and invoicing • Invoicing to client or agent • Larissa Strauss debriefs you

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Pricing model

OVERVIEW OF SERVICES

The Coop data segments can be individually configured. To do this, choose between socio-demographic or confirmed purchase and behavioural data. Of course, the information from both categories can also be combined:

Prices and conditions

- Independent of number of criteria selected
- Incl. periodic updates of the target group set for one year
- Contact accurate billing, based on the number of views

Free services

- Link to brand page on coop.ch or separate landing page on coop.ch
- Transparent reporting on Coop consumer campaigns

TARGET AUDIENCE SIZE

up to 600'000

600'000–900'000

600'000–1'200'000

from 1'200'000

PRICE

CHF 10 with target group set for one year*

CHF 15 without target group set for one year**

CHF 6 with target group set for one year*

CHF 11 without target group set for one year**

CHF 4 with target group set for one year*

CHF 2 without target group set for one year**

CHF 2 with target group set for one year*

CHF 7 without target group set for one year**

DEADLINES

→ **On request**

→ **Running time:** The target group will be individually defined and will be available for you to use exclusively for the duration of a single campaign or for several campaigns during the course of a year (depending on the chosen pricing model).

- * Target group available for one year
- ** Target group available for individual campaigns