



ONLINE ADVERTISING

CPDP 2020

THERE ARE THREE PARTIES INVOLVED



NPO-STER NETWORK



Online video reach:
7,1 million per month

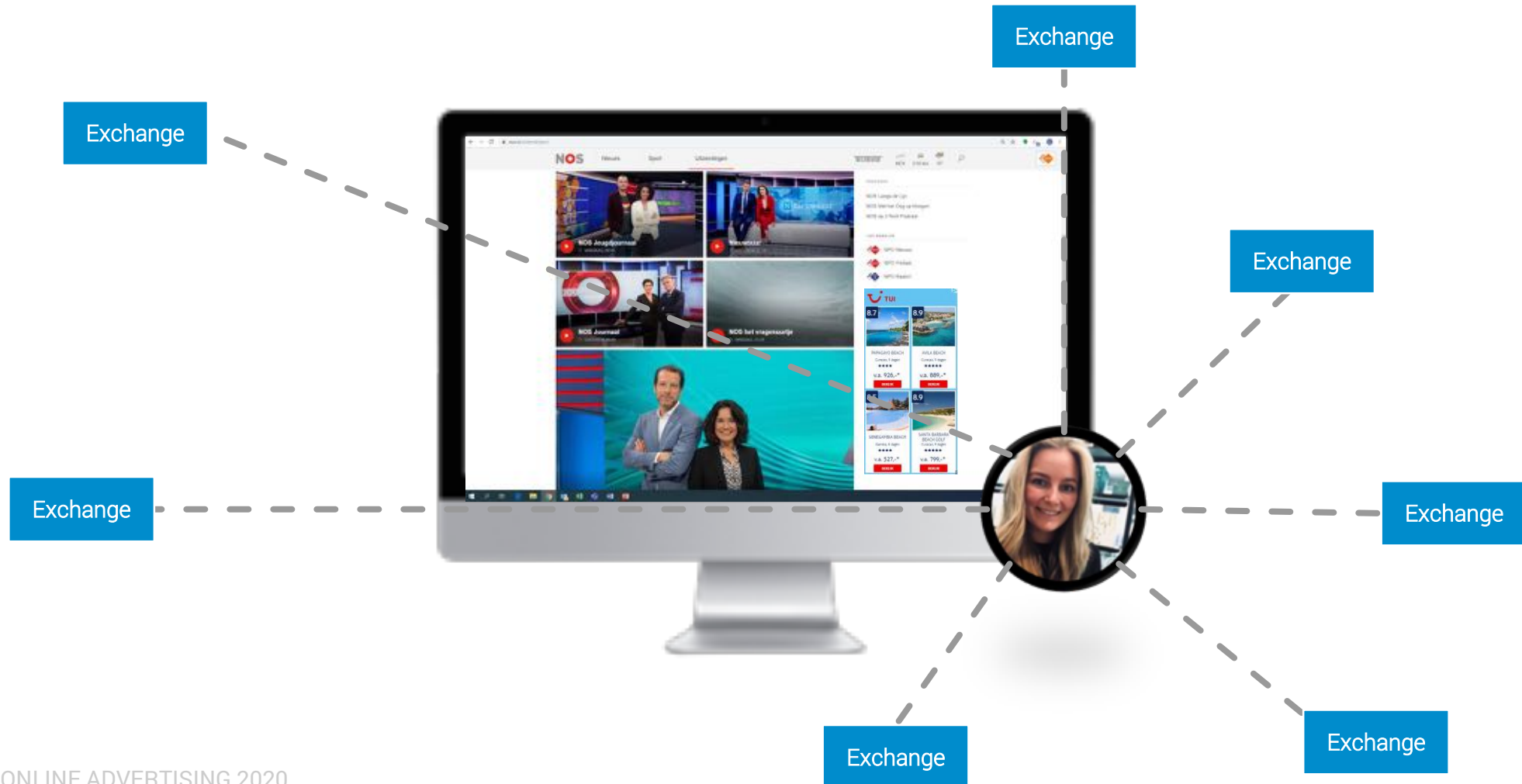


Display reach:
5,8 million per month



THE ADVERTISING WORLD WITH CONSENT

VALUE IS BASED ON YOUR ONLINE BEHAVIOUR AND INTERESTS



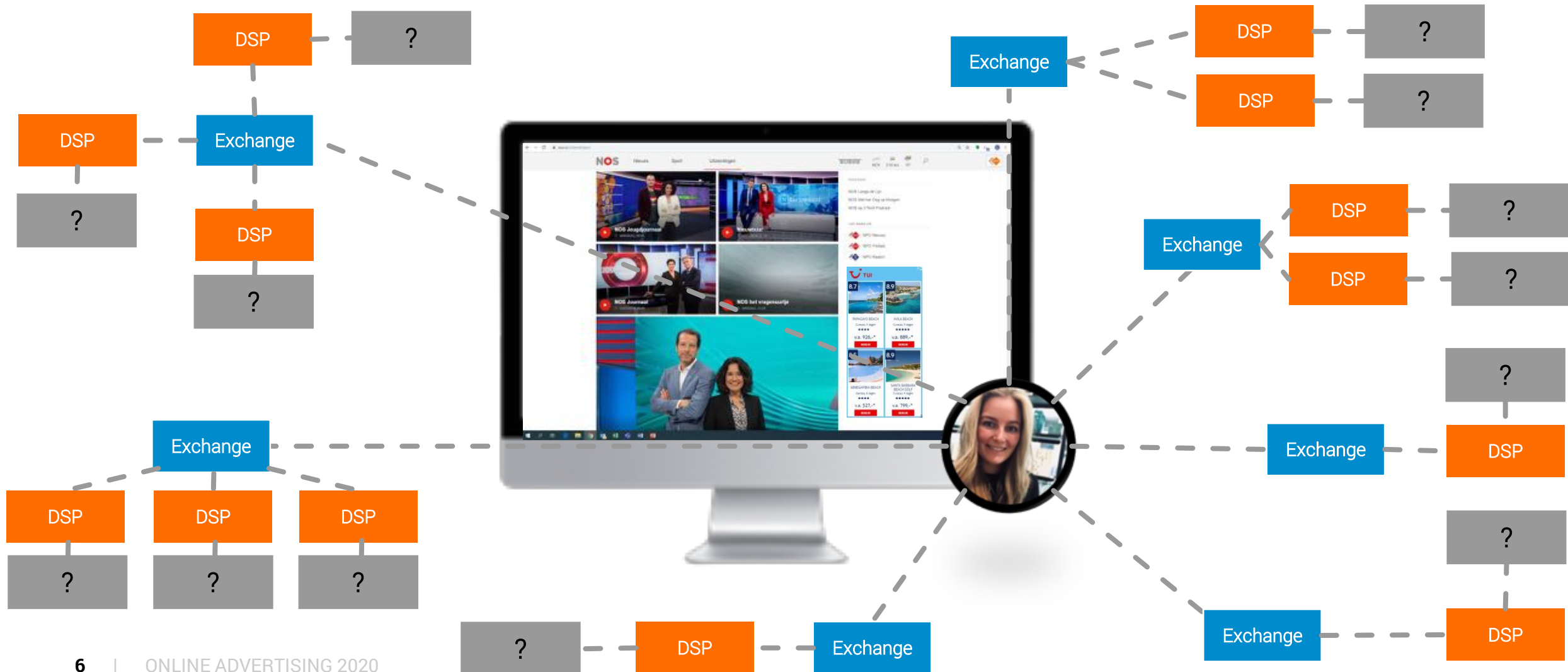
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ntr:

Cookies op de website van de NTR. Geef uw toestemming!

Wij plaatsen Functionele cookies, om deze website naar behoren te laten functioneren en Analytische cookies waarmee wij het gebruik van de website kunnen meten. Deze cookies gebruiken geen persoonsgegevens.

Hieronder kan je aangeven welke andere soorten cookies je wilt accepteren:

[Meer uitleg over cookies](#)



Ik wil Sociale Media koppelingen: hiermee staat u het plaatsen van Social media cookies toe, deze netwerken kunnen u volgen en kunnen uw internetgedrag monitoren voor commerciële doeleinden.



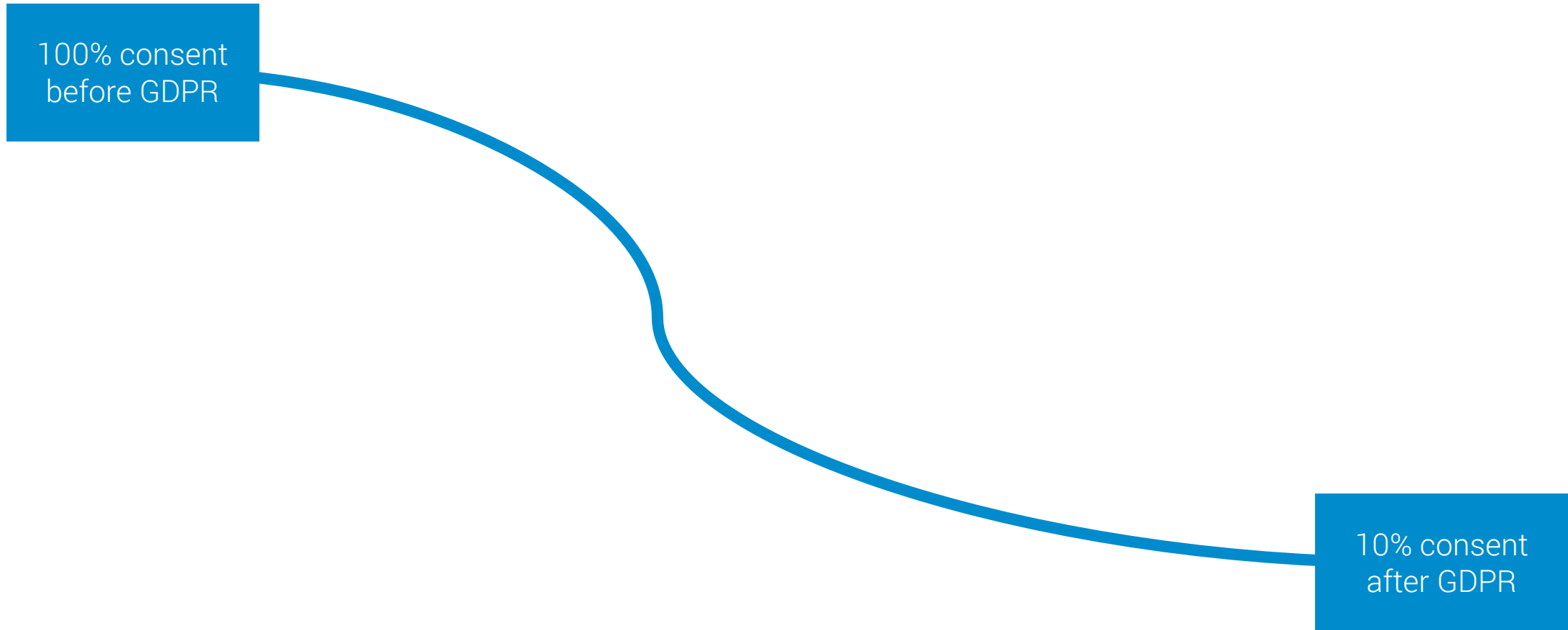
Ik wil gepersonaliseerde advertenties: hiermee ontvangt u gepersonaliseerde STER-advertenties die worden afgestemd op uw internetgedrag. Via deze cookies kan je internetgedrag gevolgd worden door advertentiernetwerken. Op onze jeugdsites worden geen gepersonaliseerde advertenties getoond.



ntr: speciaal
voor iedereen



CONSUMERS DON'T WANT THEIR PERSONAL INFORMATION TO BE (AB)USED

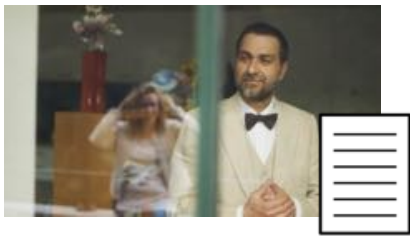


THE ADVERTISING WORLD WITHOUT CONSENT

VALUE IS BASED ON THE CONTENT



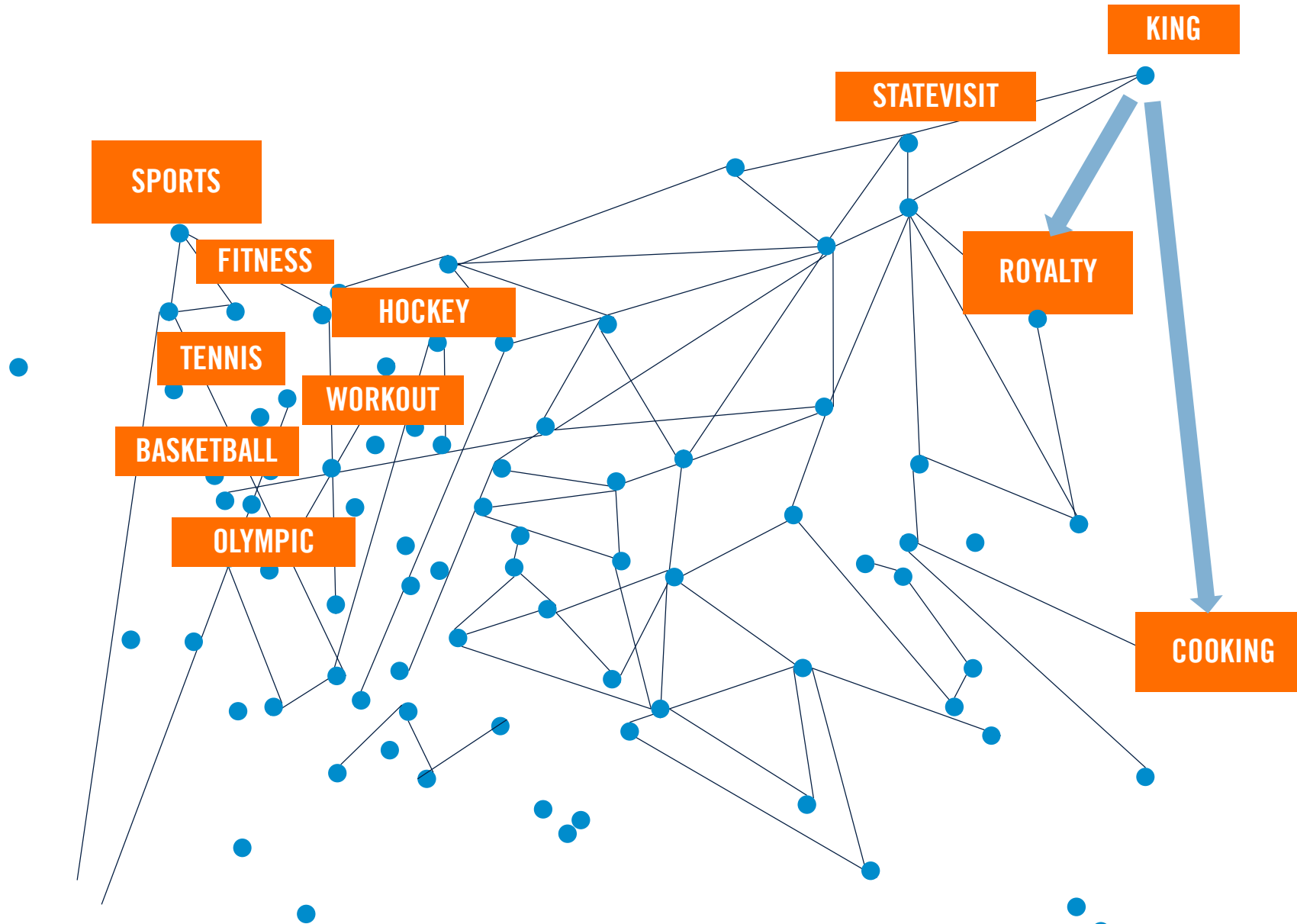
DATABASE OF SUBTITLES





[...] THE **KING** 'REGRETS BUT RESPECTS'
BREXIT DURING SPEECH. THIS IS WHAT THE
KING SAID DURING THE **STATEVISIT**.

WORD2VEC: FROM A SINGLE WORD TO A CATEGORY



PERSONS AND THEIR JOBS

De Wereld Draait Door



De Wereld Draait Door

Vr 17 jan 19:00 • BNNVARA • 48 min

Te gast: Winfried Baijens, **Wim Kieft**, Muziek van Inhaler, Marc-Marie Huijbregts is tafelheer.



De Wereld Draait Door >

Wim Kieft

Willem Cornelis Nicolaas "Wim" Kieft (born 12 November 1962) is a Dutch retired **footballer** who played as a [centre forward](#).

A prolific goal-scorer whose main asset was his heading ability, he played in his country for two of the most important clubs, [Ajax](#) and [PSV](#). He also played abroad in Italy and [France](#).

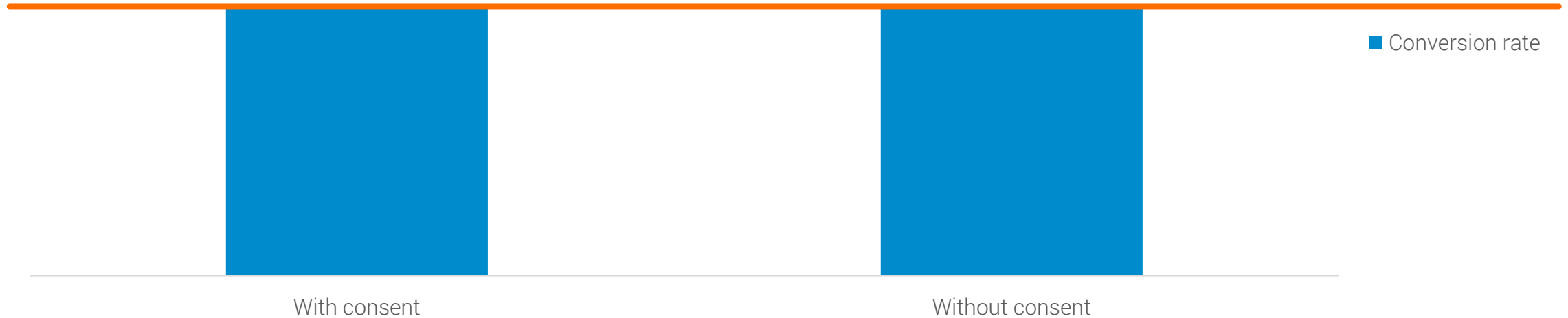
Kieft played for the [Dutch national team](#), and was a member of the squad that won [Euro 1988](#). He also represented the nation at the [1990 World Cup](#).



IMPACT

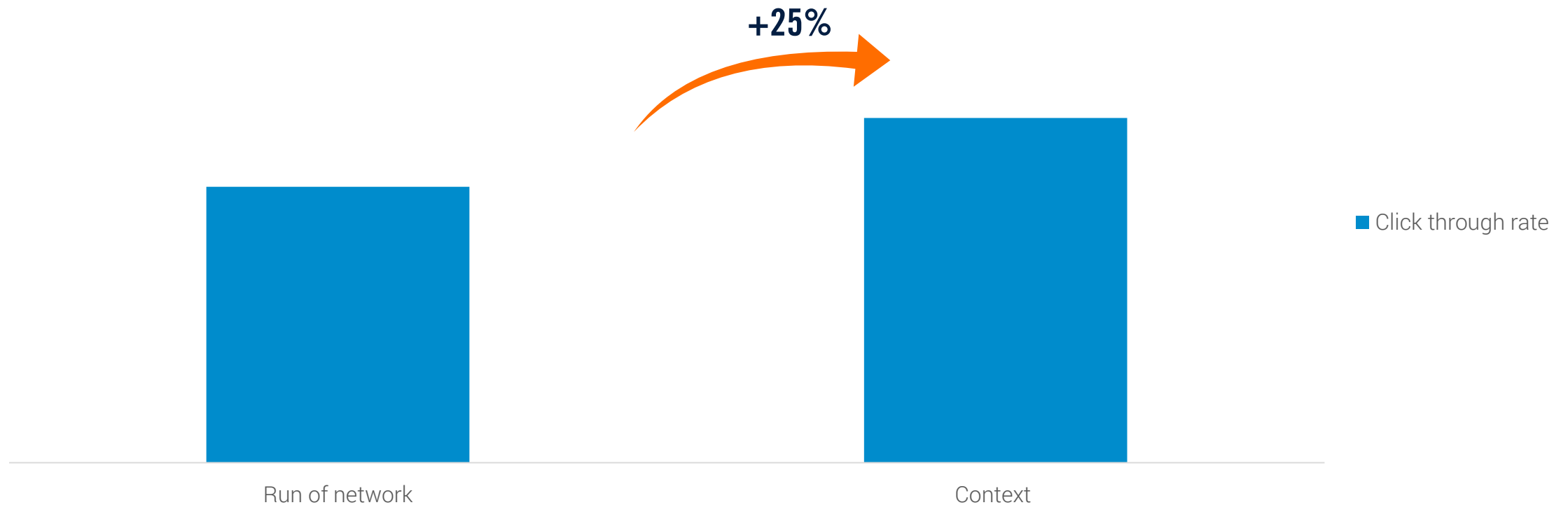
THE REAL VALUE FOR THE BRAND

Car industry



CONTEXTUAL ADVERTISING INCREASES THE CONVERSION RATE

365 DAYS OF STER-CAMPAIGNS

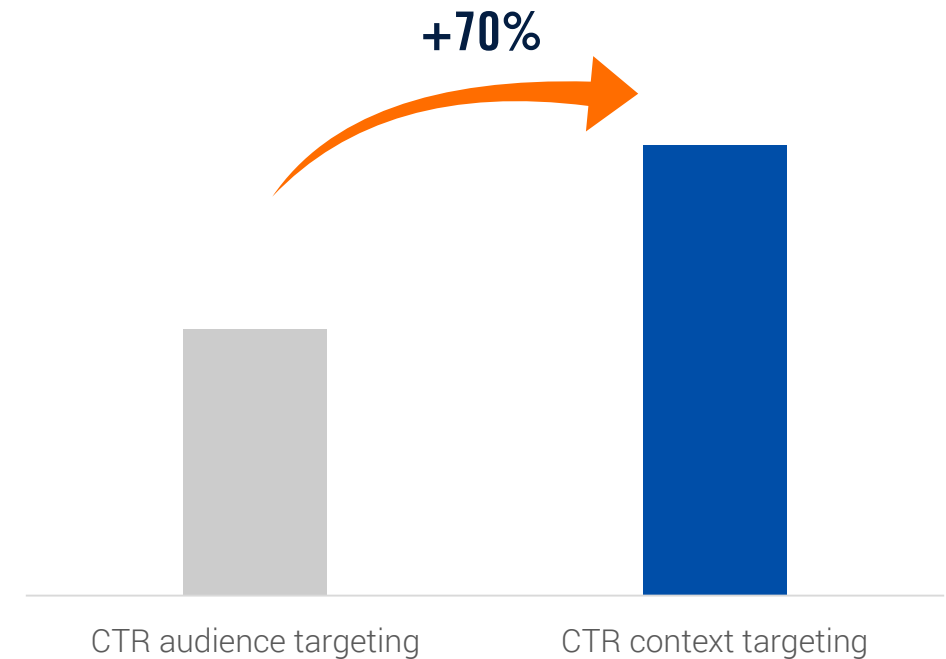


CONTEXTUAL TARGETING SUCCESSFUL FOR 'ELIZA WAS HERE'

- ▶ Better results for context targeting compared to audience targeting

"As the results were outstanding within the context group, we shifted our budget during the campaign from audience-targeting to context targeting".

Femke Verveen, Senior Online Marketeer Eliza was Here





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