THERE ARE THREE PARTIES INVOLVED

Ministry of Education, Culture and Science
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
THE ADVERTISING WORLD WITH CONSENT
VALUE IS BASED ON YOUR ONLINE BEHAVIOUR AND INTERESTS

Online Advertising 2020
THE ADVERTISING WORLD WITH CONSENT

VALUE IS BASED ON YOUR ONLINE BEHAVIOUR AND INTERESTS
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 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 advertentienetworks. Op onze jeugdsites worden geen gepersonaliseerde advertenties getoond.

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

100% consent before GDPR

10% consent after GDPR
THE ADVERTISING WORLD WITHOUT CONSENT

VALUE IS BASED ON THE CONTENT
[...] THE KING ‘REGRETS BUT RESPECTS’ BREXIT DURING SPEECH. THIS IS WHAT THE KING SAID DURING THE STATE VISIT.
WORD2VEC: FROM A SINGLE WORD TO A CATEGORY

SPORTS
FITNESS
TENNIS
BASKETBALL
OLYMPIC
HOCKEY
WORKOUT
STATEVISIT
ROYALTY
KING
COOKING
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

<table>
<thead>
<tr>
<th>Conversion rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>With consent</td>
</tr>
<tr>
<td>Without consent</td>
</tr>
</tbody>
</table>

17 | ONLINE ADVERTISING 2020
CONTEXTUAL ADVERTISING INCREASES THE CONVERSION RATE

365 DAYS OF STER-CAMPAIGNS

Run of network

Context

+25%

Click through rate
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

+70%
GET IN CONTACT

TELEPHONE NUMBER
035 672 55 00

MAIL
Tom.van.bentheim@ster.nl
Linda.worp@ster.nl

POST
Postbus 344
1200 AH Hilversum

ADDRESS
Laapersveld 70
1213 VB Hilversum

SOCIAL MEDIA
company/ster
sterreclame
sterreclame
sterreclame

WEBSITE
www.ster.nl