

dentsu

Claudia Aernouts
claudia.aernouts@dentsu.com

Ads & Data

Ann-Sophie Libbrecht
ann-sophie.libbrecht@adsanddata.be



**Cristal doubles reach thanks
to data-optimised targeting
across TV and online**

ÉCHT GOEIE PILS.



Bier met liefde gebrouwen, drink je met verstand.

Cristal

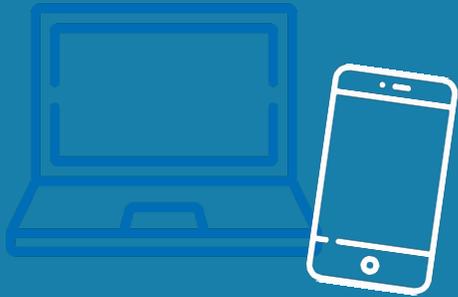
1st party data of Ads & Data



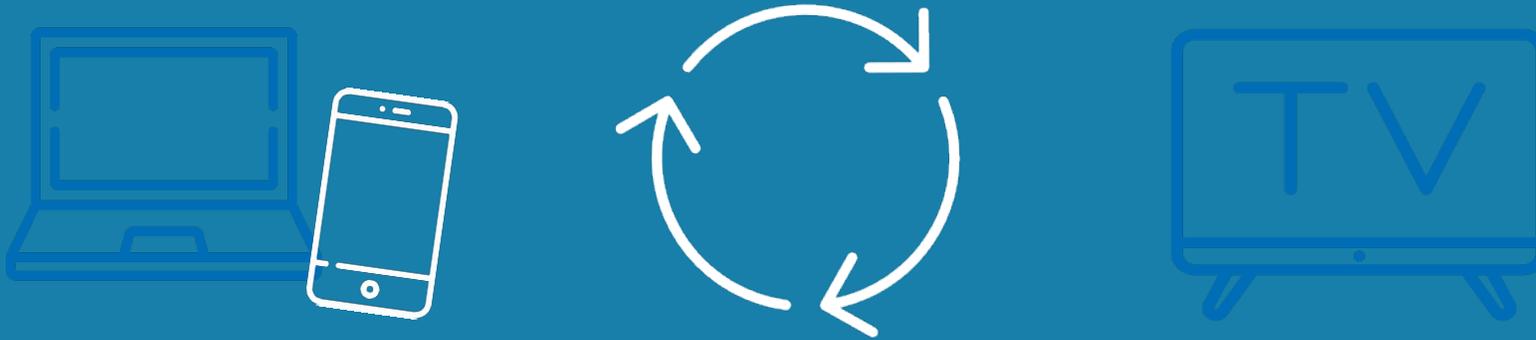
Ads & Data



Account & behavioural consent at Ads & Data level



Account & behavioural consent at Ads & Data level



Database matching

Via Data Clean Room  INFOSUM



ACCOUNT DATA

PLAY
media

ACCOUNT DATA

 **MEDIAHUIS**

BEHAVIOURAL DATA

Ads & Data



proximus

Database matching

Via Data Clean Room  INFOSUM



ACCOUNT DATA

PLAY
media

ACCOUNT DATA

 MEDIAHUIS

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proximus

Why this case deserves an AMMA?



**Data-optimised
total video
approach**

**Strong
collaboration**



**Important reach
on younger
audiences via TV**

New ecosystem



**Cross-platform
deduplicated reach**

**1st party & local
data**

Questions?

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