

Paris, Thursday 23rd June 2016

Press Release

metapeople – part of NetBooster Group - secures a 12 month contract with Center Parcs after a successful online video test

metapeople Duisburg, part of **NetBooster Group** ((FR0000079683 – ALNBT – PEA-PME eligible), a leading independent European agency in digital performance marketing, started a display performance and Facebook campaign for Center Parcs Europe to increase brand awareness and early bookings for summer holidays. The trial has been very successful, with the European specialist for family trips signing a one-year contract with metapeople to manage their programmatic Display campaigns.

For the first time, Center Parcs, supported by metapeople, started a wide-ranging display-strategy in Belgium, the Netherlands and Germany focusing on programmatic display and video, which ran simultaneously to a TV campaign to advertise their 25 holiday parks – 21 Center Parcs and 4 Sunparks. The display campaign included rich media formats as well as Facebook Ads with emphasis on a detailed analysis as well as on an optimization by offsite-and onsite data.

As part of NetBooster Group, metapeople were selected by Center Parks due to their presence in the European performance market. *“Their profound know-how in DoubleClick’s Online Marketing Suite especially convinced us”*, says **Claudia Bergholz, group online media specialist at Center Parcs Europe** in Brussels. *“But also the great and smooth support has to be emphasised. From planning and realizing the campaign to presenting the results, everything was easy and on high standards, which also includes the quick adjustment of the reporting’s for this first test.”*

metapeople used Google Analytics Premium together with the Digital Marketing Suite by DoubleClick, to build a coherent attribution-model for display-branding-campaigns for Center Parcs Europe. *“Our display-strategy, including Social-Ads for Facebook, is based on defined KPIs and is perfectly apposite”*, explains **Claudia Bergholz**.

The TV-spots were supported by online-videos with a length of 20 or 30 seconds to increase the brand awareness. *“We wanted to gain the maximum range with a high view or completion rate with the budget we had”*, underlines **Barbara Kochniss, metapeople’s Head of Media**.

“metapeople implemented our strategy with well-balanced media plans in the different countries”, **Claudia Bergholz** summarizes the results of the first test. Further joint activities will follow as metapeople and Center Parcs have signed a one-year contract after the success of their display campaign.

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About NetBooster Group | www.netbooster.com

NetBooster is a leading independent European agency in digital performance marketing that makes its comprehensive expertise of digital marketing available to its clients to achieve the best possible performance for their investments. The agency invests in technology and covers the entire chain of online marketing through its European network: search engine optimisation and marketing, data and analytics (DnA), GroundControl Technology, display, affiliation, online media, creation, eCRM and social networks, with a recognised expertise in tomorrow's digital marketing (Social Media, Video, Ad Exchange, etc.). Shares in NetBooster are traded on the NYSE Alternext Paris.

About metapeople GmbH | www.metapeople.com

As an agency for effective performance marketing metapeople GmbH provides premium solutions for Affiliate, Display Media, SEA, SEO, Social Media, Data & Analytics as well as Consulting and Tracking from a single source. metapeople has been operating for more than 17 years and 22 locations worldwide. Since May 2011 metapeople works together with the affiliate-brand metaapes, who were founded 2004 and with NetBooster. Thus they can realise best quality for their customers in all major European markets.

About Center Parcs Europe N.V | www.centerparcs.com

The Pierre & Vacances-Center Parcs Group develops and manages innovative and environmentally friendly leisure and holiday concepts in order to offer the most attractive seaside, mountain, country and city destinations in Europe. Created in 1967 by Mr. Gérard BREMOND, the Pierre & Vacances-Center Parcs Group is the European leader in local tourism. With its complementary brands – Pierre & Vacances, Maeva, Center Parcs, Sunparks and Aparthotels Adagio – Pierre & Vacances-Center Parcs welcomes 7.5 million clients to its tourism network of almost 50,000 apartments and homes, located in 300 sites around Europe.

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