



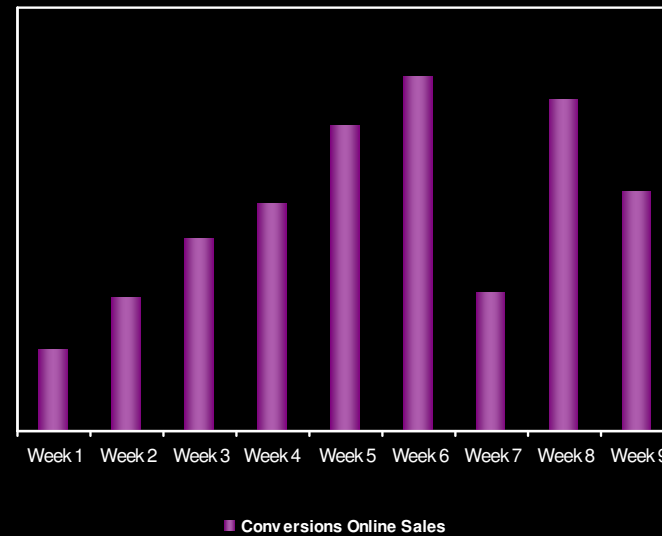
CLIENT:
Currys online

OBSERVATION:
Many online display opportunities are low reach and high cost relative to offline media.



SOLUTION:
Combine broad online media platforms with intelligent retargeting of customers

TASK:
Deliver online sales at Christmas



RESULTS:
Online sales conversions grew 400% during the period of activity.