

Alvaro Montero



Aptiviti
nueva comunicación

JD Power Oct '08

Digital Media Strategy

Web Marketing



Web 2.0



Behavioral Targeting



SEM/SEO



Research



Mobile Marketing

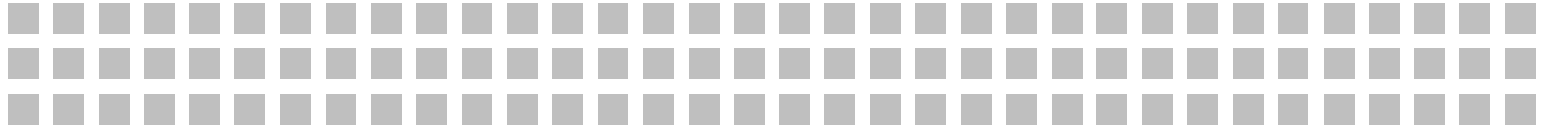


E Mail Marketing



DONDE
NADIE
TE
LLEVA
.COM





Launching the Subaru Boxer Diesel

Results:

6.130.672 impressions.

CTR. 0,64%

PostClick: 10.540 over website after visiting microsite

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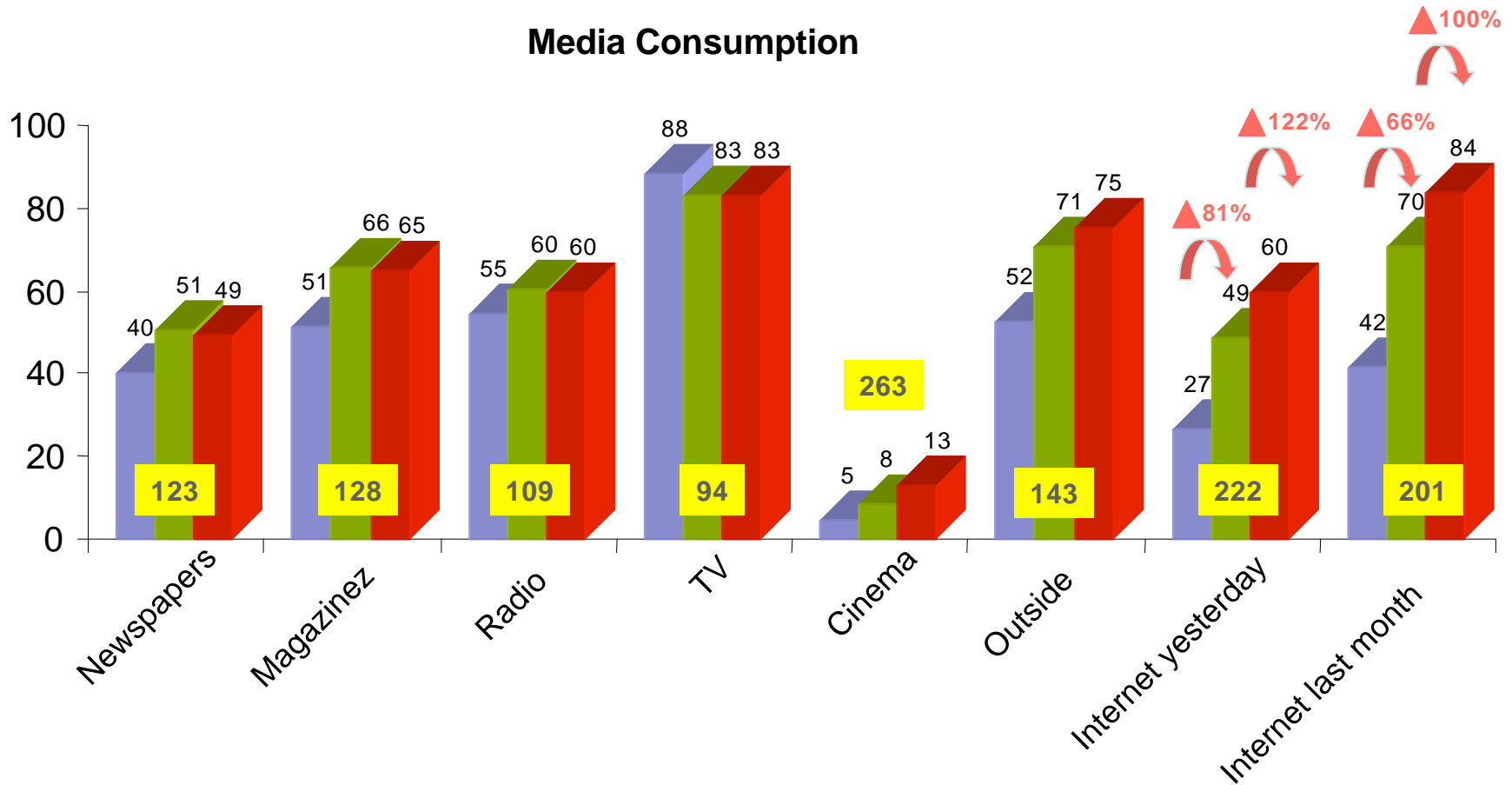
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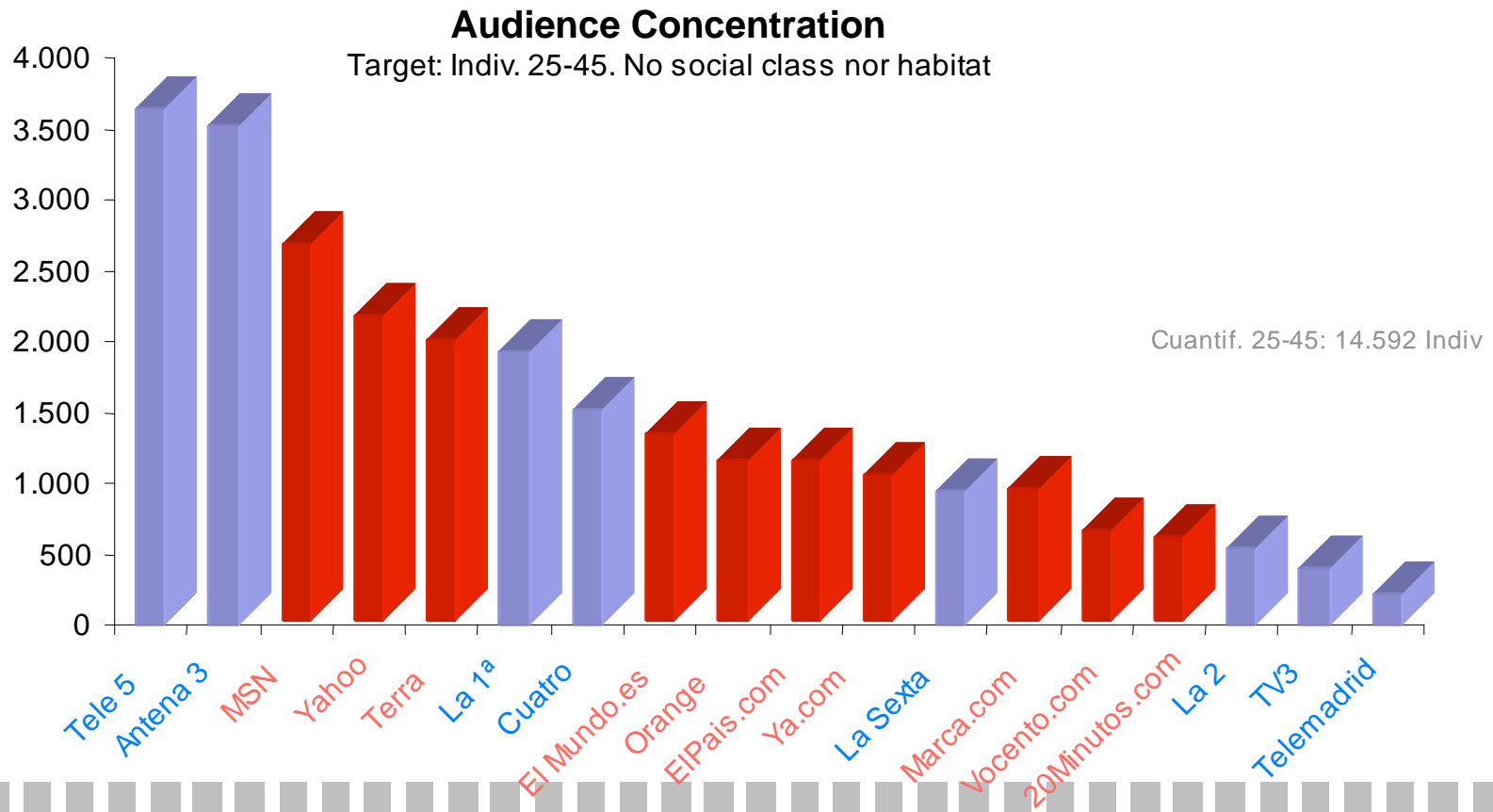
Media Consumption



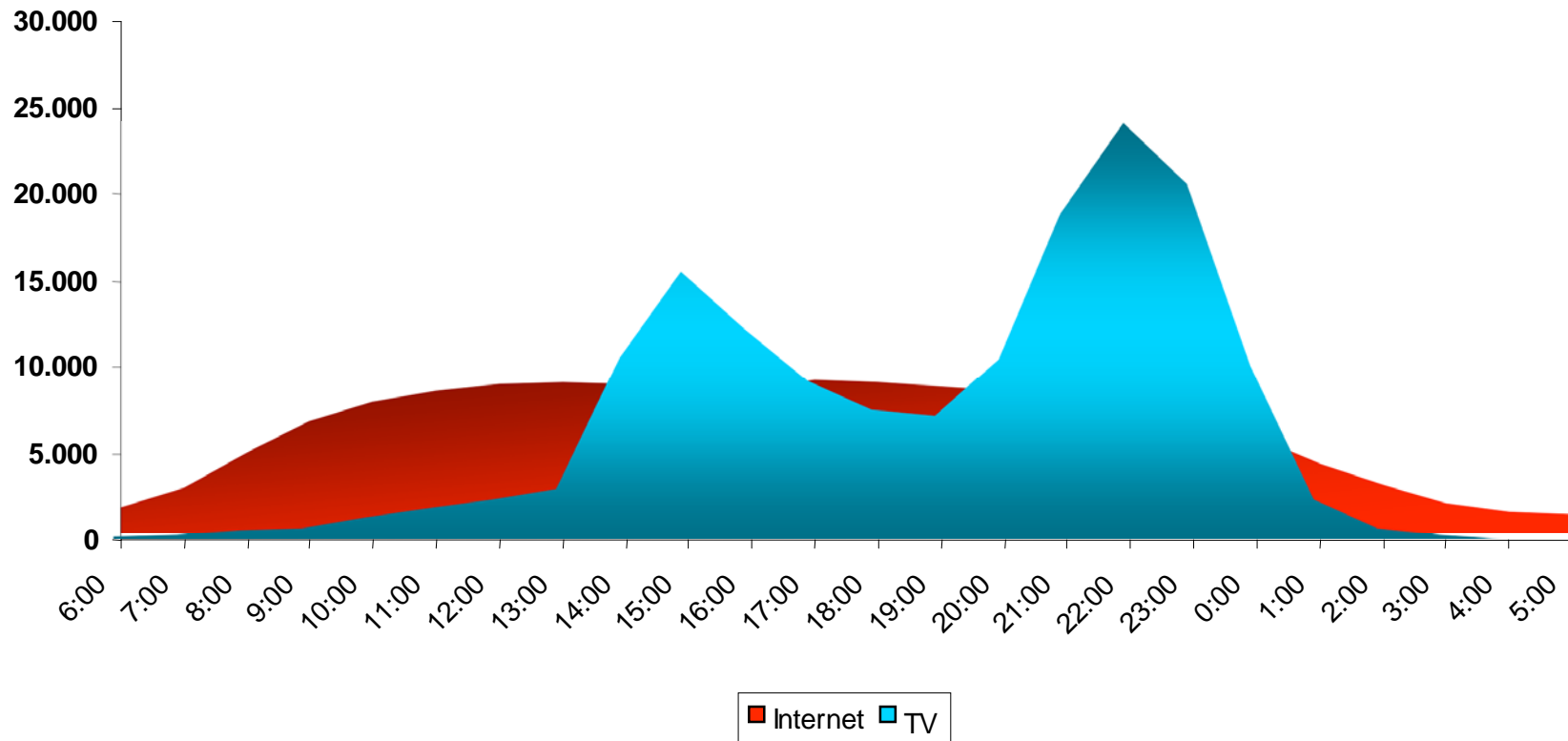
Cuantif. Target 25-40 MM-MA > 50.000 Hab: 3.605 Indiv
 Cuantif. Target 18-30 MM-MA > 50.000 Hab: 2.601 Indiv

■ Tot. Population
 ■ Target 25-40 MM-MH
 ■ Target 18-30 MM-MH
 ■ Affinity

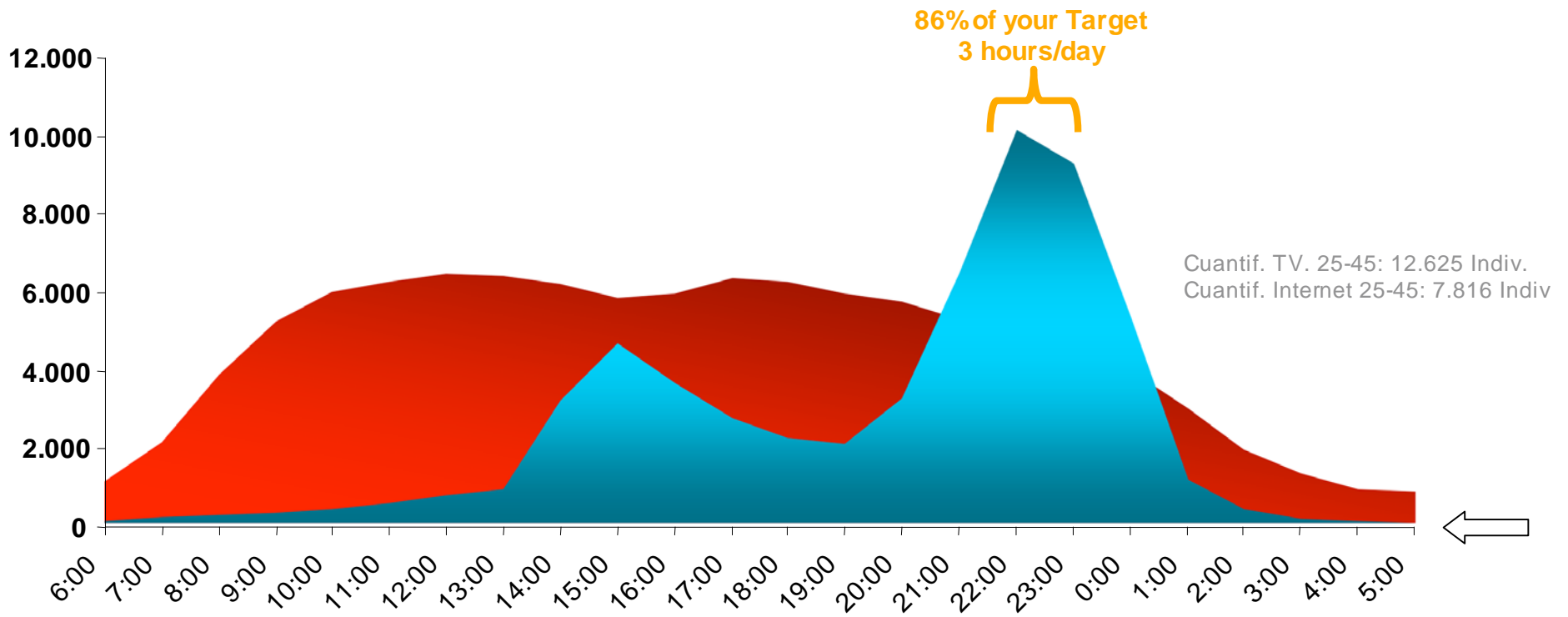
- As we can see, due to audience fragmentation, there are not significant differences between the main TV stations(Prime Time) and the main websites.



Internet audience Vs Tv. Total Population



Internet Audience Vs TV. Target 25-45 yrs



Cases





New Hyundai Sonata

Results:

8.500.000 impacts

88.000 visits to microsite.

+ 3.800 leads.

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