



PRESS RELEASE

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MOCCU TAKES OVER WEB ANALYSIS FOR L'ORÉAL PARIS

Berlin-based internet agency MOCCU will be realizing web analysis projects for L'Oréal Paris from now on, helping the beauty brand with its media optimization. L'Oréal Paris, one of the leading brands in the international beauty segment, aims to increase its advertising and marketing efficiency in online media even further with the aid of MOCCU's consulting expertise. A longstanding working relationship precedes the allocation of the web analysis portfolio to MOCCU. MOCCU has been developing promotional material, campaigns and other online projects for the cosmetics and beauty products manufacturer for many years.

Of limited use: ad impressions and click rates

Traditional measurement parameters such as ad impressions and click rates have been a topic of discussion for quite some time, and are now only of limited use when it comes to dictating the success of campaigns. MOCCU's longstanding experience in the field of web analysis for various brands has inspired L'Oréal Paris to place its trust in the company's tools and consulting expertise too. The objective? The optimal use of advertising budgets during campaign periods. MOCCU will initially identify users' application behaviors and interests via post-click analysis in order to reveal potential for improvement.

Promotional material will be used more selectively in order to boost campaign success even further. MOCCU will be collaborating closely with media agency Zed Digital in order to define the key performance indicators (KPIs).

Objective: increasing the marketing ROI

Sven Wiechert, Digital Media Director for L'Oréal Germany, emphasizes the significance of the collaboration with MOCCU: "We are implementing various strategies designed to optimize our online campaigns. Post-click analysis allows us to view the entire user interaction, from perception of the promotional material itself to the achievement of one of the defined objectives and to optimize our landing pages. In this way, we can use online spending in a ROI-optimized manner."

Specimen copies requested.



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ABOUT MOCCU:

Moccu is a Berlin-based creative agency for digital media which has been planning, designing and realizing interactive communication at the highest visual and technical levels since 2000. The company's credentials include the creation of communication solutions, brand staging and internet presences for firms including Volkswagen, Canon, Dior, L'Oréal, Vodafone and WWF.