



Allon

CASE STUDY

Rittergut Ankensen leverages Allon to optimise the targeting of its social media campaigns and increases the number of leads by 1,600%.

THE CHALLENGE

As a micro-enterprise, Rittergut Ankensen has only limited financial and human resources at its disposal. "For a wedding venue it is per se not possible to build up a loyal customer base. Thus, we have to acquire new customers again and again at relatively high cost," states Maximilian Edeler, owner and managing director of Rittergut Ankensen.

"In order to establish ourselves sustainably in the premium segment of the market, we had to increase the reach of our social media advertising campaigns significantly. At the same time, waste coverage was to be reduced to an absolute minimum in order to avoid wasting the already scarce resources.

However, classic market research activities as a basis for precise audience targeting are simply not feasible for us from a cost point of view."

Rittergut Ankensen was, therefore, looking for an alternative audience analytics approach, enabling them to increase the performance of their social media lead generation campaigns based on profound target group insights.

1,600% 100%

More Leads

More contracts



Maximilian Edeler
Owner and managing director
Rittergut Ankensen

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With Allon's AI-based targeting, we were able to massively improve all KPIs of our social media campaigns!



Rittergut Ankensen

About Rittergut Ankensen

Rittergut Ankensen, consisting of the manor house, bakehouse and estate park, forms a diverse event venue in the cultural triangle of Braunschweig-Celle-Hannover. The former bakehouse dating from 1886 has been carefully restored and now serves as a branch of the registry office. Today, Rittergut Ankensen has developed into a preferred wedding location in a dreamlike setting.

THE SOLUTION

“We decided to test Allon’s AI-based analytics to learn more about our target audience,” Edeler says. The target group was defined in the Allon dashboard using attributes such as “age”, “socio-economic status”, “geography” (radius to the location) and “engaged” or, respectively, “would like to get married”.

Within minutes, Rittergut Ankensen benefitted from valuable insights into the personality traits, preferences and interests of its target group. On top, the analysis produced a detailed breakdown of the audience’s media consumption.

“The insights we gained from the analysis were super interesting. Who would have thought that one’s target group shows a high affinity for Avril Lavigne?”

Rittergut Ankensen used these findings to enrich the targeting of its social media campaign.

Via A/B testing, the campaign performance of the Allon-based targeting was compared with the performance of the original audience targeting.

Significant performance increase



Reach
10x increased reach



Website visits
4x more website visits

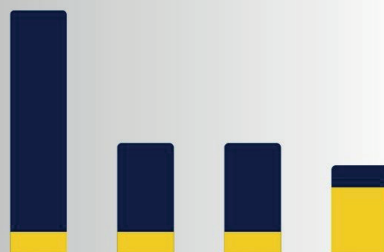


Clicks
4x more clicks



Cost per Click
72% less cost per click

■ Original Targeting
■ Allon Targeting



THE RESULTS

Within a two-week test phase, Rittergut Ankensen experienced a significant increase of all Key Performance Indicators (KPIs) with the campaign based on Allon’s targeting in direct comparison to the control campaign.

Discover your target group

www.ailon.io

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