

Lenovo – High-end performance

Task

Lenovo wanted to promote their high-end ThinkPad series to decision makers, purchasing managers in IT & engineering, and tech enthusiasts.

The image shows the word "Lenovo" in its signature red, bold, sans-serif font.

Approach

Performena used:

- Programmatic display campaigns to leverage high-intent DMPs
- Contextual targeting to reach the different target audiences
- Contextual creative to ensure maximum engagement.

Result

The campaign:

- Delivered 8+ million GIMPs
- Achieved an impressive 0.5% CTR (3x higher than the category)
- Delivered 46,000 unique clicks with a completion ratio of 65%
- Visit to lead ratio of 4% (significantly higher than the category)
- Increased brand exposure and engagement rates