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YouGovs Advertiser of the Year 2022

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YouGovs Advertiser of the Year 2022

Top 5

Rang	Marke	Ad Awareness -Steigerung
1.	Flaschenpost.de	+17,40%
2.	Booking.com	+16,83%
3.	Mon Chéri	+16,79%
4.	Aktion Mensch	+15,56%
5.	CHECK24 Reisen	+13,36%

Quelle: YouGov BrandIndex

Dargestellt sind die Top 5-Marken mit der höchsten Steigerung des KPIs Ad Awareness zwischen dem 01.01.2022 und dem 31.12.2022 („Von welcher der folgenden Marken haben Sie innerhalb der letzten zwei Wochen Werbung wahrgenommen?“). Die Ergebnisse sind repräsentativ für die deutsche Bevölkerung ab 18 Jahren.

Ihr Kontakt zu uns



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