Case Study by Aeterna Labs™

Peis og Pipefag / Fjell Digital (1 of 2)

Advertiser:	Peis og Pipefag AS	Flight:	April to September 2026
Products:	Fireplaces, Wood Stoves and Chimney Products	Market:	Norway
Partner:	Fjell Digital	Channel:	Programmatic Display

Aeterna Labs proved to be an essential partner for Peis og Pipefag and Fjell Digital by leveraging ultra-precise, vector-based contextual segments. Rather than relying on legacy profiles, Aeterna Labs delivered maximum media efficiency and high-quality audience engagement across the entire campaign flight.

peisogpipefag.no

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The Challenge →

Fireplaces and chimney systems are a considered purchase. Buyers research for weeks, compare installation requirements, and rarely act on first exposure. For a seasonal campaign, Peis og Pipefag needed to build reach across Norwegian homeowners actively thinking about their homes, without paying for audiences that had no relevance to the category.

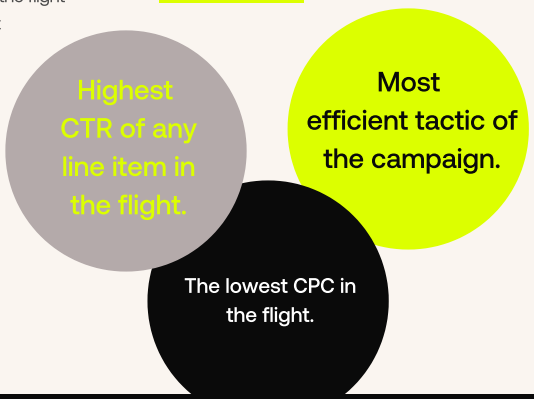
The campaign set up by Fjell Digital ran seven line items in parallel, with each line item competeing for the same budget against the same efficiency benchmarks, which made the flight a direct read on which data source produced the most qualified traffic per krone.

The Solution →

Aeterna Labs supplied contextual segments matched to the moment of category interest rather than to tracked audience profiles:

Norwegian | Home and Garden
Norwegian | Home and Garden – Renovations

The Results →



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Peis og Pipefag / Fjell Digital (2 of 2)

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The Results (cont'd) →

3.7x
Click-through rate 3.7x the campaign average

52%
Cost per click 52% below the campaign average

35%
35% of all campaign clicks delivered on 17% of campaign media spend

60%
CPC roughly 60% lower than the DSP's own predictive audience line items

78%
CPC roughly 78% lower than private marketplace inventory

Why it worked →

Using contextual targeting, Peis og Pipefag's ads reached people when they were engaging with and reading content about homes, renovation and improvement, rather than relying on historical profiles to predict who might be in-market later.

In a category where the purchase window is long and the audience is defined more by current actions than identity, contextual relevance produced measurably more engaged traffic at a materially lower cost than every other data source in the campaign. Beyond immediate media efficiency, relying on contextual signals also strengthens the longevity and accuracy of media strategy against ongoing signal loss in modern adtech.

What's next? →

Peis og Pipefag, Fjell Digital and Aeterna Labs are extending the approach into additional campaigns, scaling contextual delivery on the strength of the flight's traffic efficiency.

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