

ADVANCED
CONTEXTUAL



B2B CASE STUDIES

- Cellular Rollover Data Plan for Small Businesses
- Enterprise Mobile Security
- Shipping Company

CELLULAR ROLLOVER DATA PLAN CASE STUDY ACHIEVING FAVORABLE BRAND LIFT FOR SMALL BUSINESS SOLUTIONS



OBJECTIVE

Major cellular carrier sought to increase awareness of their rollover data plan for small businesses.

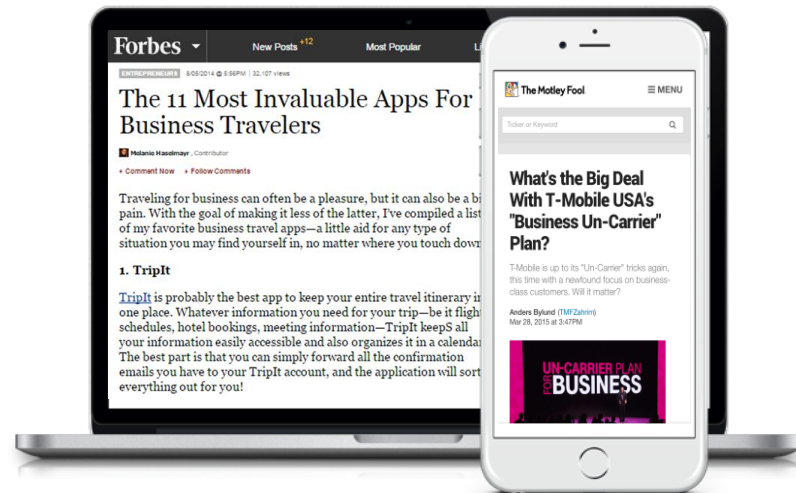
STRATEGY

Starting with ideal pages, our proprietary platform discovered highly-relevant content to reach small business decision makers searching for wireless offerings.

We built custom Content Targets™ around: (1) “Client’s Brand & Competitive Conquest” (2) “Business Commuting & Traveling” (3) “Mobile Tech” (4) “Entrepreneurship” and (5) “Networking & Collaboration.” We tested and optimized towards content that resonated best, engaging ideal buyers with the brand’s message.

RESULTS

Generated favorable brand lift, double that of other media exposure, according to an independent Nielsen DBE study. Through our rapid test-and-learn approach, we found that people reading “Business Commuting & Traveling” content drove 19% brand lift; higher than all other targeted topics.



19%

BRAND LIFT FROM
“BUSINESS COMMUTING &
TRAVELING” CONTENT

13.4%

BRAND LIFT FROM
“BRAND & COMPETITIVE
CONQUEST” CONTENT

ENTERPRISE MOBILE SECURITY CASE STUDY TOP PERFORMER FOR BRAND LIFT BY OPTIMIZING THROUGH RELEVANT PAGES & SITES

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CONTEXTUAL 

OBJECTIVE

Multinational consumer electronics manufacturer wanted to boost awareness of its mobile enterprise security solutions.

STRATEGY

We created custom Content Targets™ around cross-vertical IT trends, with an additional focus on healthcare, financial services, and government industries.

We learned which pages and sites resonated best with likely enterprise buyers and placed the client's message at the right moments.

RESULTS

Performed in the Top Third for the Awareness question in Nielsen's DBE study, which was the primary KPI. We achieved an overall Brand Lift of 46%, and drove up to 87% Brand Lift on content about healthcare IT.



46%
BRAND LIFT
ACHIEVED OVERALL

87%
BRAND LIFT ON
"HEALTHCARE IT" CONTENT

SHIPPING COMPANY CASE STUDY USING ADVANCED CONTEXTUAL'S DATA ON SOCIAL MEDIA TO ACHIEVE ROAS GOALS



OBJECTIVE

The Brand, a major shipping company, wanted to reach small business and minority-owned business owners to increase awareness of their shipping services, as well as ROAS, leading up to the holiday season.

STRATEGY

- 1) Advanced Contextual created custom segments around: "Small Business Decision Makers", "Minority-Owned Business Owners", and "Shipping Needs"
- 2) Advanced Contextual exported these custom segments to Facebook/Instagram
- 3) Brand used Advanced Contextual segments to reach their niche target audience on social media to drive results

RESULTS

Advanced Contextual delivered an efficient campaign by achieving the Brand's reach goals. Our "Small Business Decision Makers" segment performed best in cost per result and delivered 4X ROAS. The "Minority-Owned Business Owners" and "Shipping Needs" segments yielded CTR north of .20%. By using Advanced Contextual's custom segments on social media, the Brand successfully reached their niche target audience leading up to the holiday season.

4X

**RETURN ON AD
SPEND (ROAS)**

.20%

**CLICK THROUGH
RATE (CTR)**

\$5.39

**AVERAGE COST
PER RESULTS**