

ADVANCED  
CONTEXTUAL



## CONSUMER ELECTRONICS CASE STUDIES

- Cameras
- Electronics Retailer
- Smartphones
- Vacuum Cleaner (Social Data)
- Wearables, Mobile, & Tablet Devices

# CAMERAS CASE STUDY

## CAPITALIZING ON TOP-PERFORMING CONTENT & AUDIENCES



### OBJECTIVE

Multinational camera corporation wanted to increase engagement among consumers interested in capturing memories and experiences during life's precious moments.

### STRATEGY

Our proprietary platform identified content consumption through relevant pages, videos, and apps to find ideal audiences at the right moments on their purchase journey.

Our custom Content Targets™ were created around: “First-Time Parenting” and “Millennial Travel,” and we optimized towards content that resonated best to place the brand’s message in relevant environments.

### RESULTS

Using our rapid test-and-learn approach, we achieved an 85.31% VCR for “First-Time Parenting” and 78.99% VCR for “Millennial Travel.” We exceeded the client’s 68% VCR benchmark by 25% and 16%, respectively.



**85.31%**  
AVERAGE VCR FOR  
“FIRST-TIME PARENTING”

**78.99%**  
AVERAGE VCR FOR  
“MILLENNIAL TRAVEL”

# ELECTRONICS RETAILER CASE STUDY SURPASSING E-CIRCULAR BENCHMARKS THROUGH CONTENT INFORMED TARGETING

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## OBJECTIVE

Consumer electronics retail store wanted to drive consideration and purchase intent of weekly products and deals featured on their digital circular.

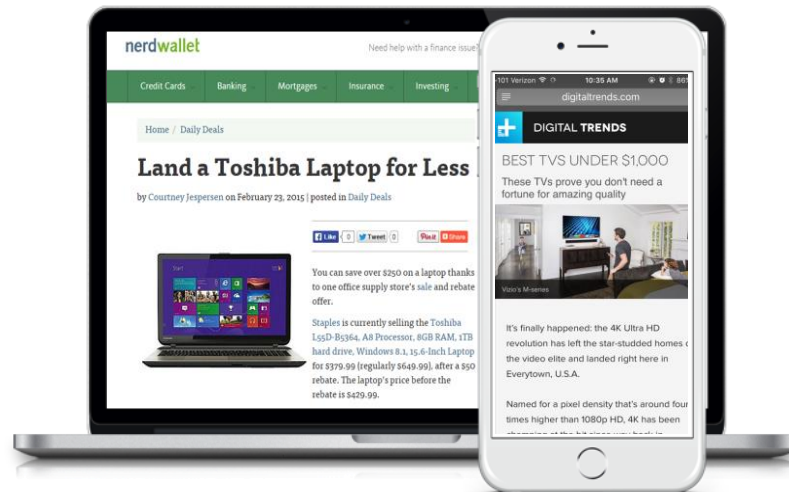
## STRATEGY

We explored content environments frequented by people in the deal seeker mindset and used our proprietary platform to identify ideal pages and sites to reach consumers searching for electronics.

Our team developed custom Content Targets™ to align with specific products and deals featured in the advertiser's weekly creative. We then optimized each week depending on what was on sale; engaging new audiences with the brand's message at the right moments.

## RESULTS

Through optimization, we drove up to a 1.01% CTR on mobile apps that resonated best with electronics deal seekers. Overall, we exceeded the client's 0.40% CTR benchmark by 13% and were rewarded with substantial campaign renewals.



**1.01%**  
CTR ON MOBILE APPS  
RELEVANT TO ELECTRONICS  
DEAL SEEKERS

# SMARTPHONES CASE STUDY DRIVING PURCHASE INTENT WITH RELEVANT PAGES & SITES

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## OBJECTIVE

Major consumer electronics manufacturer sought to drive awareness and excitement about their Android smartphones.

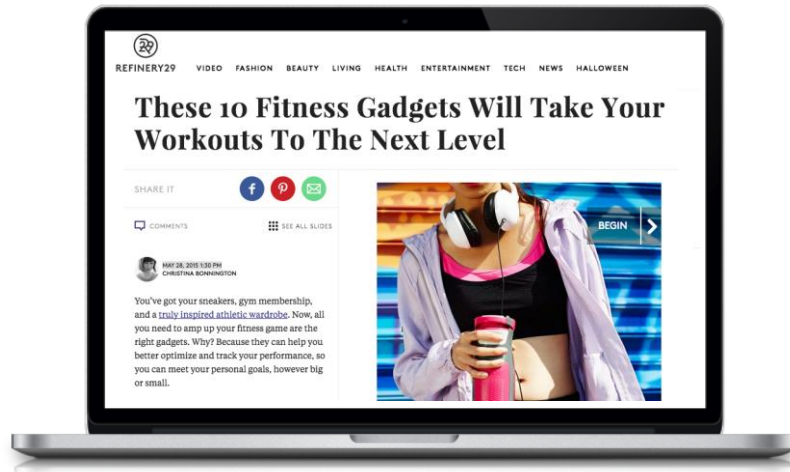
## STRATEGY

We used our proprietary platform to discover pages and sites to reach people who were looking to switch or upgrade their smartphones.

We created custom Content Targets™ about fitness gadgets, smartwatches, and mobile iOS switchers; connecting tech-savvy consumers with the brand's message.

## RESULTS

Our performance exceeded the client's KPI by 8X, due to ongoing optimizations throughout the campaign. Additionally, consumers exposed to our targeted ads were 43% more likely to purchase the brand's smartphone, according to an independent brand lift study.



**43%**  
PURCHASE INTENT LIFT

# SOCIAL DATA: VACUUM CLEANER CASE STUDY REVEALING THE FACEBOOK AUDIENCE



## OBJECTIVE

This vacuum retailer moved beyond their profitable infomercial model to grow in the social space. They saw success on Facebook, aiming to maximize ROAS and reach without sacrificing targeting. To grow reach and ROAS, the retailer built on Facebook's native targeting capabilities with Advanced Contextual's audience data solution. We built on the retailer's existing consumer data geared towards pet owners, reaching those untapped, highly qualified audiences, targeting men and women aged 25 and older. These interest targets are bucketed based on the social context. Using Advanced Contextual, this means tracking what audiences read across social and the open web.

## STRATEGY

For this retailer, people reading about vacuum and pet-related content on the open web were the prime target persona. Their content consumption behavior showed their interest in the brand, its competitors, and/or a need to vacuum up animal hair.

Advanced Contextual discovered people interested in the retailer's product and vertical on the web who were previously unidentified via Facebook interest targeting. These fresh audiences were especially qualified, because Advanced Contextual monitors what people read and watch in real time, categorizing content consumption 300,000 times per second to create proprietary audience profiles. These profiles are linked to mobile device IDs and drive qualified traffic, which becomes first party data post-purchase.

The best-performing creatives from previous Page Post and Link Ad campaigns were used; only the targeting was altered in this campaign. By controlling variables, we were better able to monitor the impact of the Advanced Contextual data versus native targeting.

## RESULTS

The results of this campaign were very favorable. We saw 2X higher ROAS on the Advanced Contextual audience compared to Facebook lookalikes, and 3X higher ROAS on this audience compared to Facebook's interest targeting. The estimated incremental audience reach over Facebook was 80%.

The marketer was interested to note that the 55+ age demographic was significantly more engaged than expected. These findings may have been a result of highly strategic targeting tactics, which expanded the pool at a critical moment in their customer journey. However, the brand has often seen positive results with this age bracket and will continue to reach out through various channels. Ultimately, Advanced Contextual's large audience saw an uptick in ROAS, and provided much appreciated scale to the retailer's audience targeting strategy. The client continues to work with Advanced Contextual to tap the most effective tools for their needs.

**2X**  
HIGHER  
ROAS COMPARED  
TO FACEBOOK  
LOOKALIKES

**3X**  
HIGHER ROAS  
COMPARED TO  
FACEBOOK  
INTEREST  
TARGETING

**80%**  
ESTIMATED  
INCREMENTAL  
AUDIENCE REACH  
OVER FACEBOOK

# WEARABLES, MOBILE, & TABLET CASE STUDY

## ENHANCING SPONSORSHIPS & INCREASING BRAND LIFT THROUGH RELEVANT CONTENT & AUDIENCES



### OBJECTIVE

Consumer electronics manufacturer wanted to increase awareness by creating a perception that the brand is a prestigious innovator for wearables, mobile, and tablet devices.

### STRATEGY

We used our proprietary platform to pinpoint page-level display inventory to reach a qualified audience.

We built custom Content Targets™ to enhance the brand's sponsorships by targeting key seasonal events including: Winter Olympics, Super Bowl, & Fashion Week, and engaged ideal audiences with the consumer electronics message in marquee environments.

### RESULTS

Our optimization team drove a 16% increase in consumers ranking the brand as a "high performing innovator," according to an independent brand lift study.



**16%**  
BRAND LIFT