

ADVANCED CONTEXTUAL



AUTO CASE STUDIES

- Auto Insurance
- B2B Cargo Vans
- Certified Pre-Owned
- Luxury SUV
- Mid-Size Luxury SUV
- Page-Level Fleet
- Page-Level Auto
- Police & Commercial Fleets
- Sport Utility
- Spanish/Hispanic



AUTO INSURANCE CASE STUDY DRIVING QUALIFIED QUOTES & BRAND LIFT USING RELEVANT CONTENT



OBJECTIVE

Major insurance company wanted to increase brand lift among auto owners and generate quotes for their auto insurance offering.

STRATEGY

- 1) Created custom Content Targets™ around: Auto Trends, Vehicle Owners, B2B Finance, Business Travelers, Entertainment, Weather, Travel, Family Planning, Homeowners/Renters, and Personal Finance.
- 2) Discovered content around Auto Trends and Vehicle Owners resonated best with auto owners and generated the strongest performance.
- 3) Optimized towards top-performing Content Targets™ and media types to drive brand lift and efficient cost per quote, which were the client's KPIs.
- 4) Provided the client valuable insights around how spikes in content consumption correlated with efficient results, particularly around how auto shows & holidays trended throughout the campaign.

RESULTS

Advanced Contextual delivered an efficient campaign with an overall \$17 cost per quote (CPQ). Due to an effective optimization strategy, the CPQ saw consistent improvements yielding a campaign low of \$7 on the final day of the flight. Our CPQ and ability to drive brand lift has resulted in repeat business with an always-on strategy for this satisfied client.



\$30
CPQ
BENCHMARK

\$17
CPQ
DELIVERED

43%
EXCEEDED
BENCHMARK

B2B CARGO VANS CASE STUDY

DELIVERED COST-EFFECTIVE RESULTS FOR B2B CARGO VAN SALES

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OBJECTIVE

Major auto manufacturer sought to increase awareness, familiarity, and consideration of their B2B cargo van vehicle by driving upper funnel activities and qualified web traffic to their site.

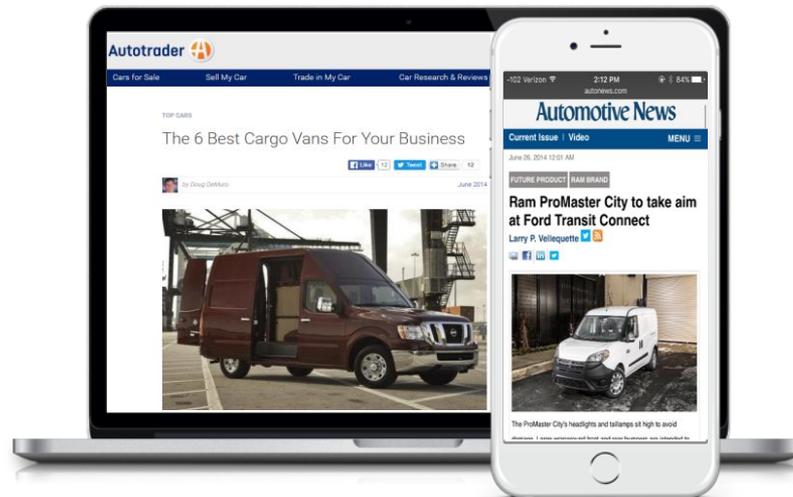
STRATEGY

Starting with relevant pages, our proprietary platform found additional pages, sites, apps, and videos to reach business decision makers in the consideration mindset of purchasing a cargo van.

We developed niche custom Content Targets™ to align with the brand's cargo van and conquest its key competitors; reaching B2B auto intenders in the right places and at the right moments.

RESULTS

Attained cost-effective results for the B2B cargo vans; achieving \$8 cost per upper funnel activity (CpUFA) throughout the campaign and consistently beating the client's \$15 CpUFA benchmark.



\$15
CpUFA
BENCHMARK

\$8
CpUFA
DELIVERED

87.5%
EXCEEDED
BENCHMARK

CERTIFIED PRE-OWNED CASE STUDY ACHIEVED BRAND LIFT WITH PRE-ROLL ON CAR BUYING VIDEOS



OBJECTIVE

A luxury automotive manufacturer wanted to drive brand awareness and purchase consideration among car shoppers seeking a certified pre-owned luxury vehicle.

STRATEGY

Using our proprietary platform, we pinpointed pre-roll videos to reach upper-funnel consumers searching for certified pre-owned luxury cars.

Our custom Content Targets™ included: (1) “New vs. Pre-Owned vs. Used” (2) “Luxury Auto Brand” and (3) “Competitor Conquest.” We engaged with luxury car shoppers by optimizing towards videos that were achieving the best VCR, which was the client’s primary KPI.

RESULTS

Achieved strong video completion rates from each Content Target™; resulting in a successful campaign and multiple campaign extensions.



74.95%

VCR
"LUXURY AUTO
BRAND"

73.27%

VCR
"COMPETITOR
CONQUEST"

73.80%

VCR
"NEW VS. PRE-
OWNED VS. USED"

LUXURY SUV CASE STUDY ENGAGED WITH LUXURY AUTO BUYERS THROUGH RELEVANT CONTENT CONSUMPTION

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OBJECTIVE

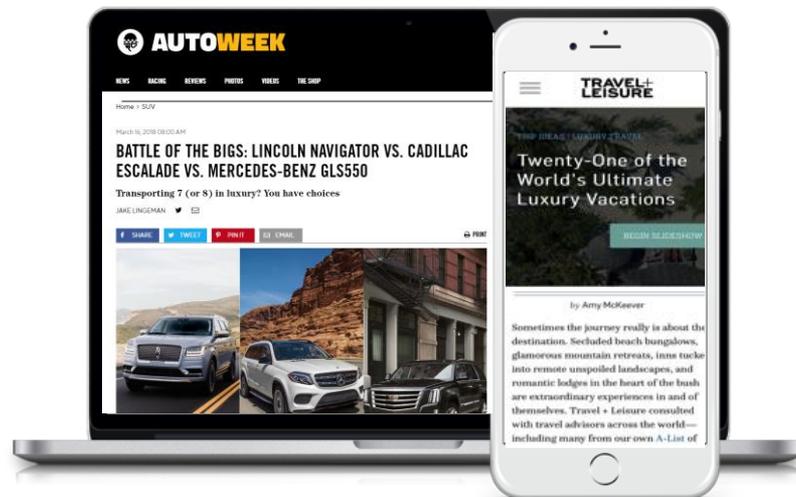
Luxury auto company wanted to engage with high-income consumers and create awareness of their upgraded SUV vehicle design.

STRATEGY

- 1) Created custom Content Targets™ around luxury lifestyle content and capitalized on current news about the auto brand.
- 2) Noted content around the brand's celebrity spokesperson resonated well with the audiences and generated strong performance.
- 3) Optimized towards top-performing Content Targets™ and media types while providing the client valuable insights to the brand.

RESULTS

Successfully aligned with relevant content consumption trends to achieve CTR & VCR goals; resulting in campaign extensions for SUVs, crossovers, and sedans.



0.23%
AVERAGE CTR
DELIVERED

82.16%
AVERAGE VCR
DELIVERED

MID-SIZE LUXURY SUV CASE STUDY USED RELEVANT CONTENT TO SUCCESSFULLY REACH IN- MARKET SUV BUYERS



OBJECTIVE

Multinational luxury auto brand wanted to drive traffic and engagement to their mid-size sport SUV site.

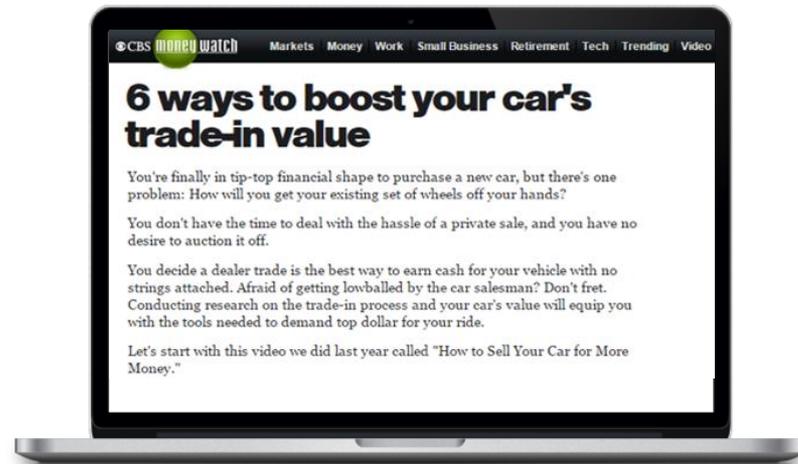
STRATEGY

We identified pages likely to be read by in-market consumers searching for luxury SUVs, then used our proprietary platform to find additional matching content across relevant URLs and pre-roll inventory.

Our custom Content Target™ strategy included: information about the vehicle model, competing luxury brands, advice for trade-ins, and adventure travel topics that aligned with the client's creative. By optimizing towards the Content Targets™ & creative that resonated best, we delivered the client's ads to car buyers identified by ComScore.

RESULTS

ComScore confirmed that we dramatically over-indexed (545%) for SUV buyers, proving our ability to effectively target consumers based on their content consumption. Through optimization, our targeted pre-roll achieved an average 79% VCR.



545%
OVER-INDEXED
PER COMSCORE

PAGE-LEVEL FLEET CASE STUDY SUCCESSFULLY INCREASED PAGE-LEVEL DELIVERY TO REACH B2B FLEET BUYERS & DRIVE RESULTS



OBJECTIVE

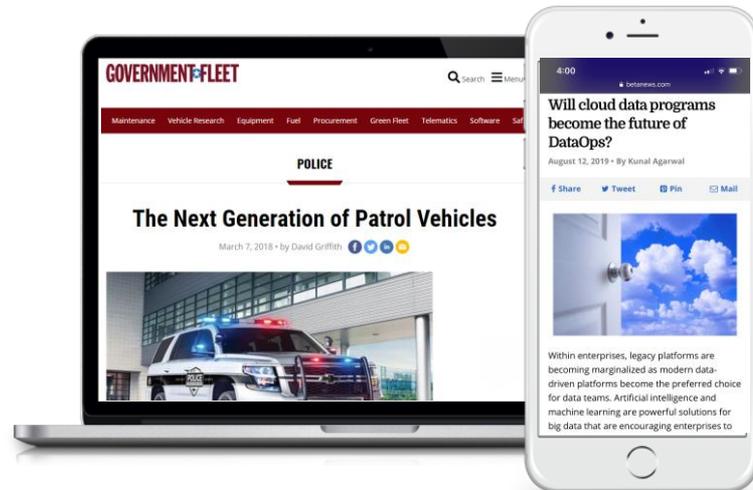
Major auto manufacturer wanted to drive sales of their fleet vehicles to commercial buyers.

STRATEGY

- 1) Created custom Content Targets™ to reach police officers & fleet buyers reading relevant business & industry news.
- 2) Used our Audience Intelligence Report to expand beyond endemic commercial vehicle & police related content and find lifestyle topics fleet vehicle seekers are reading.
- 3) Discovered content around cloud data & college degrees that indexed highly among this audience to add as page-level segments to the campaign.
- 4) Increased delivery across all Content Targets™ to deliver relevant messaging at the page-level while also optimizing towards the client's CTR KPI.

RESULTS

We successfully increased page-level delivery 19X within the first 5 weeks of the campaign. We continued to deliver 20%+ of the budget towards our page-level segments throughout the duration of the flight. By increasing our page-level offering, we also maintained strong CTR performance across desktop & mobile which was the client's primary KPI. Advanced Contextual's proven performance continues to result in repeat business from this satisfied client.



19X
INCREASE
PAGE-LEVEL DELIVERY
(with same performance & cost as cookies)

PAGE-LEVEL AUTO CASE STUDY

PAGE-LEVEL SUCCESS FOR MAJOR AUTO BRAND



OBJECTIVE

As online cookie targeting continues to be questioned with increased privacy regulations in 2021, shift your ad spend to qualified contextual targeting using the Advanced Contextual Platform. We have seen great success in both scale & performance with our page-level targeting as we help our clients shift away from cookie targeting.

STRATEGY

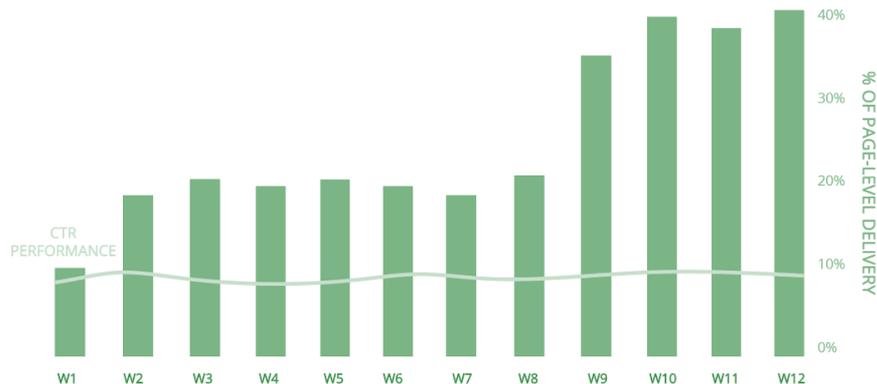
For a major auto manufacturer, we gradually increased page-level delivery vs. audience-segment delivery over the course of 12 weeks, while maintaining strong CTR performance which was the client's primary KPI:

1. Started with only 10% of the campaign on page-level
2. Ran our Audience Intelligence Report to find additional topics of interest to the audience to add as page-level segments
3. Resulted in our ability to increase page-level delivery to 40% of the media buy

RESULTS

We found that 40% page-level targeting & 60% audience targeting was an ideal mix for this auto brand based on our optimization techniques. This fluidity between audience targeting & page-level targeting allows the client to be 30X less dependable on cookie targeting, while achieving the same CTR results.

12 WEEK PAGE-LEVEL DELIVERY INCREASE FOR MAJOR AUTO BRAND



Advanced Contextual offers the next generation of scalable, page-level, cookie-free targeting. Let us help you make your next media buy less reliant on cookies.

POLICE & COMMERCIAL FLEETS CASE STUDY

ENGAGED B2B FLEET BUYERS THROUGH INDUSTRY CONTENT

ADVANCED
CONTEXTUAL 

OBJECTIVE

American automotive manufacturer sought to increase awareness of their police and commercial fleet vehicles.

STRATEGY

We started with pages likely to be read by fleet decision makers and used our proprietary platform to align delivery with consumers interested in this content.

Our custom Content Targets™ included advice for small business owners looking to purchase a fleet, as well as law enforcement equipment and technology. We optimized towards the top performing Content Targets™ & creative sizes to engage with decision makers and police buyers reading relevant content.

RESULTS

Outperformed all other partners, achieving 0.12% CTR and earning repeat business from this satisfied client.



0.12%
AVERAGE CTR
DELIVERED

SPORT UTILITY CASE STUDY EFFICIENTLY ENGAGED SUV BUYERS THROUGH REAL- TIME CONTENT CONSUMPTION TRENDS

ADVANCED
CONTEXTUAL



OBJECTIVE

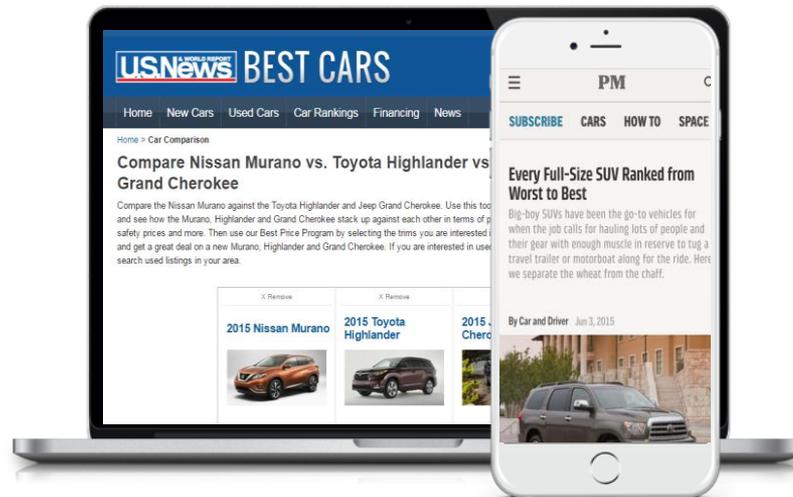
Major auto manufacturer wanted to drive qualified consumers to their sport utility vehicle site.

STRATEGY

Our custom Content Target™ strategy focused on the SUV brand and conquered its key competitors. Utilizing our proprietary platform, we began with ideal pages and found similar matching content that qualified car buyers would be reading.

RESULTS

Aligned with consumer content consumption in real-time; allowing us to find which vehicle models people were researching when they were also considering this particular brand. Using our ability to optimize towards content trends, we drove qualified auto intenders to the sport utility vehicle's site, exceeding the client's cost per lower funnel activities (CpLFA) benchmark.



\$16
CpLFA
BENCHMARK

\$14
CpLFA
DELIVERED

14%
EXCEEDED
BENCHMARK

SPANISH/HISPANIC AUTO CASE STUDY REACHED HISPANIC AUDIENCES USING :30 VIDEOS & SPANISH-LANGUAGE CONTENT



OBJECTIVE

Major automotive company wanted to promote dealerships in 3 major US cities. The focus of the campaign was to reach only Hispanic consumers using :30 videos across desktop & mobile.

STRATEGY

- 1) Created Spanish-language Content Targets™ around Luxury SUVs, Auto Intender News & Reviews, and Traffic Updates.
- 2) Optimized towards aggressive VCR (video completion rate) goal as well as the viewability KPI.
- 3) Provided valuable insights to the brand including additional areas of interest for their consumers & new Content Targets™ to test.

RESULTS

Achieved the client's 60% VCR goal & delivered 81% viewability on average, exceeding the 60% viewability benchmark. Successfully reached Hispanic consumers on Spanish-language content & informed the brand about additional content their audiences were consuming, including soccer & consumer tech, resulting in campaign renewals.



60%
VIEWABILITY
GOAL

81%
VIEWABILITY
ACHIEVED

35%
EXCEEDED
BENCHMARK