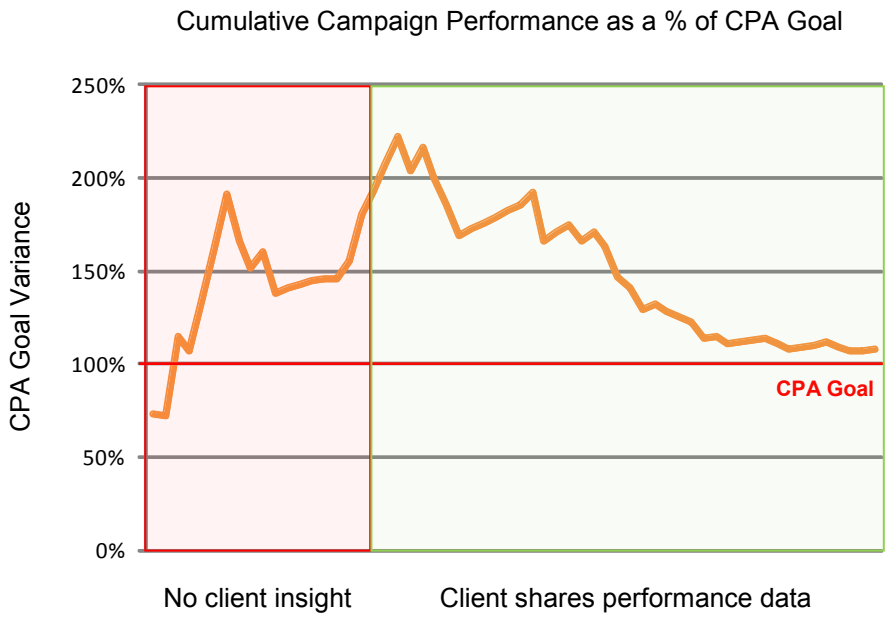
Adconion Media Group - Case Study

BlueKai Behavioral Targeting: Automobile Manufacturer



NEXT STEPS

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ABOUT US

Adconion is the world's largest independent Audience Network with headquarters in London and offices in Germany, France, the US, Canada, and Australia. We deliver interactive media solutions using our proprietary technology that provides better results for premium advertisers and optimal revenue for publishers. Ask for actual client results and judge for yourself.

OVERVIEW

A Top 3 Japanese car manufacturer engaged with Adconion to promote a new vehicle model launch and to drive a targeted audience to its website. After learning more about Adconion's strategic partnership with the leading in-market, intent-based behavioral targeting (BT) data provider, BlueKai, the client committed to a six-week BT campaign.

BACKGROUND

Adconion ran a six-week BT campaign for this client, leveraging BlueKai's wealth of in-market automotive consumer behaviors and targeting offers to a relevant audience on Adconion's network, which reaches more than 65% of the U.S. Internet population, or over 130 million potential online consumers. The client's target BT audience included audience segments who had directly expressed an interest in the client's vehicle model, as well as the relevant competitive set of manufacturers.

OBJECTIVES

- Drive traffic to the client's website
- Register to request more information, find a dealer, etc.
- Increase awareness of the new vehicle launch
- Reinforce the client's brand image (run a brand-safe campaign)

RESULTS

Since the client did not provide Adconion with a specific cost per action (CPA) target and did not share any client-side performance metrics until 20 days into the campaign, Adconion was unable to optimize the campaign against any desired client goals (see red shaded performance in above chart). Based on this lack of transparency, the initial campaign performance clearly showed an increase in CPA and a worsening campaign performance (once client-side performance metrics were finally shared with Adconion).

Starting in week 3 of the campaign, the client agreed to share the necessary performance metrics, which enabled Adconion to optimize based on publisher mix and BlueKai BT segments, which were underperforming for this campaign. Based on these and additional optimization techniques, Adconion was able to decrease the client's CPA and achieve the client's overall desired CPA goal (see green shaded performance). Due to these measures, the client agreed to extend the campaign flight dates by an additional two weeks.