

# Bring-Your-Own Audience Data to drive Precision Targeting

## Challenge

A leading ad network needed to drive awareness and “tune-in” for a new weekly original movie series produced by its client, a major U.S. cable channel. The ad network designed a six-day campaign flight of online video ads aimed at reaching women 18-49 years old, but with a twist: to optimize campaign performance and efficiency, the ads would be targeted to viewers within this segment who had actually expressed an interest in the client’s product.

## Objectives

To execute its campaign strategy, the ad network needed an online video advertising solution with two capabilities: the ability to leverage the cable channel’s own user data for precision targeting - and the scale to build this targeted audience to the specified size within a short period of time.

## The adap.tv Solution

The adap.tv marketplace provided the ad network with the depth and breadth they needed to fulfill their campaign, as well as a way to use their own audience data to drive targeting within the marketplace. Adap.tv provided the ad network with a beacon that allowed them to drop a pixel on Web users who indicated an interest in their client’s product, whether by visiting the client’s website or viewing another page that implied a similar interest. This made it possible to target ads to these same viewers when they visited sites within the adap.tv marketplace. With these capabilities in place, the ad network expected to be able to pool approximately 10,000 viewers within 5-8 days.

## Success

The performance of the adap.tv solution far exceeded the ad network’s expectations. Within 5-8 days, more than 100,000 qualified users had been pooled for the campaign - a tenfold increase. The campaign was delivered in full and performed extremely well, delivering a strong audience for the client’s original movie series while maintaining high cost efficiency. Reflecting on their adap.tv experience, one executive from the ad network said, “Everything delivered in full with very good performance. It is great to know that we had scalability and performance, against our interpose segments, which will help us tremendously with our media planning going forward.”

|                              |                   |
|------------------------------|-------------------|
| <b>Product</b>               | TV movie premiere |
| <b>Flight time</b>           | 6 days            |
| <b>Target Impressions</b>    | 900,000           |
| <b>Women 18-49 years old</b> |                   |

## Business Impact

The ad network used its own data to find its targeted audience within the marketplace, underscoring the marketplace’s quality and reach.

An audience of more than 100,000 users with a demonstrated interest in the client’s product was pooled in only 5-8 days.

Complete delivery of the precisely targeted campaign resulted in strong performance on the client’s behalf.

