

AK Platform Responsible for 400% ROI

CASE STUDY: AUTOMOTIVE

The Challenge

The right predictive analytics and multi-touch attribution tools to get real-time actionable insights to better optimize campaigns; to properly model the customer funnel for improved efficiency of media buys; and to eliminate wasteful spending (unnecessary impressions).



Recognized value:

- *Rich media was undervalued by 83% in the Last Touch Attribution Model (LTAM) vs MTA*
- *Search and in-market queries were indicators of intent, in and of themselves, and warranted measurements similar to a KPI*
- *52% of clickers had seen an upstream display ad (LTAM accounted for none of this)*
- *In-market drives a disproportionately large amount of search*

The Solution

The advertiser ran a 90-day campaign that consisted of one billion impressions with a media spend of \$3 million. Aggregate Knowledge integrated all of the advertiser's data, built and refined a multi-touch attribution (MTA) model with the client, and offered actionable insights and recommendations based on simple-to-use actionable reports.

In addition, the AK Platform implemented an MTA model that pivoted off the user, looked at all upstream events, and distributed the value based on correlations between conversions and events.

The Bottom Line

Using the AK Platform, the advertiser recognized 400% return on investment (ROI).

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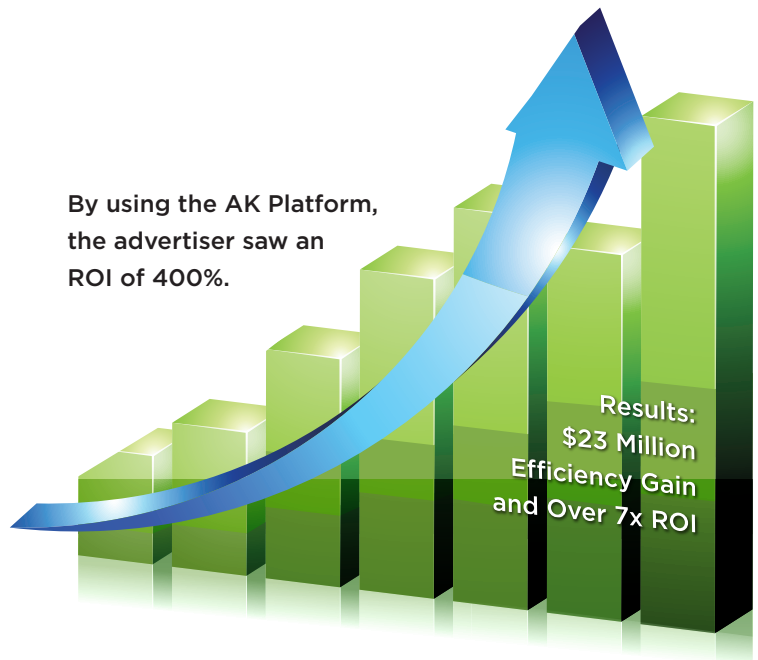
The Findings

- 9% of the total impressions were served to users at a frequency of greater than 50 ads per day (accounting for less than 1% of total KPI activity).
 - Removing this waste resulted in **quarterly cost savings of \$250,000**.
- 27% of spend was repriced based on its relative influence in the funnel. Re-negotiations enabled **\$750,000 quarterly in additional impressions**.
- Rich media was identified as **undervalued by 83 percent** relative to its impact on KPI activity.
- 52% of all search clickers were identified as previously viewing display ads. The MTA model attributed value up into those high-quality audience, publisher, and creative groupings. This resulted in subsequent campaign **reallocation of 33%** of the search spend to display.

"Aggregate Knowledge has proven to be a promising tool that drives deeper insights, accountability, and transparency in the emerging DSP space."

*- Brett Mowry,
VP, Group Director,
Starcom*

By using the AK Platform,
the advertiser saw an
ROI of 400%.



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