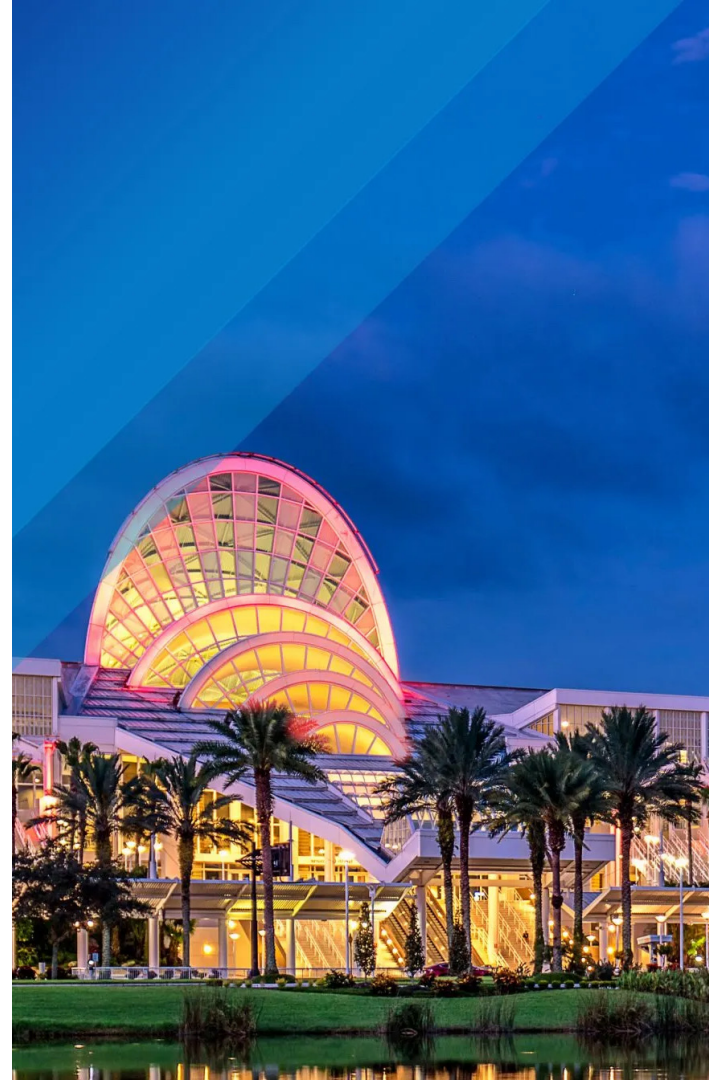


Social Targeted Programmatic Advertising Case Studies

CLICK ON ONE OF OUR CLIENTS TO VIEW THE CASE STUDY:



B2B Social Targeted Programmatic Case Study



B2B Case Study - SUSE

About SUSE

A German-based multinational open-source software company that develops and sells Linux products to business customers.

Objective

- › Generate awareness, engagement and actionable leads for SUSE leading up to the SAP Sapphire event
- › Drive traffic to the SUSE booth at the SAP Sapphire event

Target Audience

- › People who express interest and intent related to SAP, based on their behavior on social media
- › Attendees of SAP Sapphire in Orlando, May 16-17, 2023

Duration

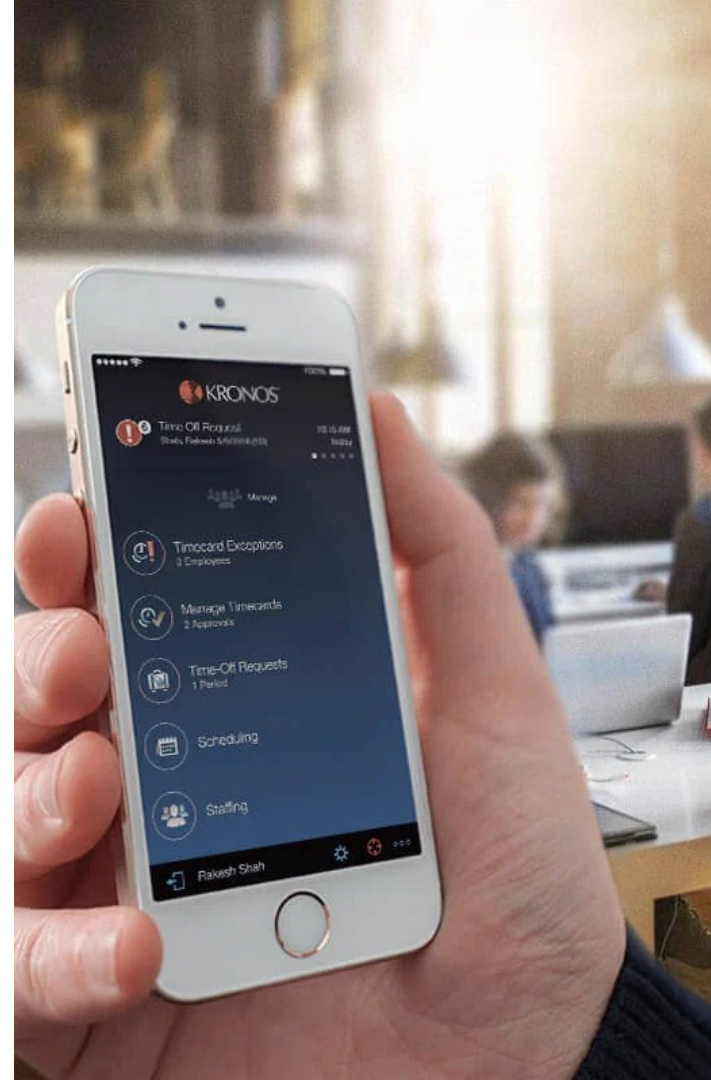
- › Pre-show targeting – May 4 to May 15 noon
- › At-show targeting – May 15 noon to May 17

Strategy

- › **PRE-SHOW targeting** of people interested in SAP, based on location and social media mentions/engagement:
 - **LinkedIn Work Profiles** – Targeting people at relevant identified companies + with relevant skillsets
 - **Posts/Content Engagers** – Based on social media conversations and engagement through text analysis of keywords used in SM posts (e.g. SAP cloud, SAP move to cloud, digital transformation)
 - **Competitor Followers + Conquering** – People following competitor accounts and/or talking about competitors
 - **Geography** – California, New Jersey, Boston
- › **AT-SHOW targeting** of attendees at the event venue and select nearby hotels



B2B Social Targeted Programmatic Case Study



B2B Case Study - Kronos

About Kronos

Kronos (now UKG) is a leading global provider of Workforce Management (WFM) and Human Capital Management (HCM) solutions.



Objective

- › Drive awareness, engagement and actionable leads for Kronos WFM and HCM solutions across Canada; lead gen for sales engagement had been lagging as traditional email channels lost momentum + CASL was a barrier to growing the marketing database

Target Audience

- › Senior HR professionals; financial management professionals

Strategy

Social Targeting via Posts

- › Identify audiences across all relevant vertical markets (healthcare, manufacturing, retail, education and distribution) based on the comments and content they post on Twitter and YouTube
- › Posts were analyzed to identify people based on intents, interests and behavior, and ads were served to those identified on websites they visited and in web apps they used
- › Target groups included:
 - Posts (General & Vertical Keywords) - Conversations around WFM/HCM solutions, labour, workforce software, etc.
 - Competitor Followers (People who follow the accounts of identified competitors)
 - Competitor Conquest (People who talk about competitors)



B2B Case Study - Kronos

Drive-to Content Offer

- › Multi-panel banner ads; Messaging driving to Kronos-hosted content landing pages
- › Assets offered: Business Continuity eBook and HR Tech Playbook
- › A/B test content offer messages, system optimized to deliver the better performing asset



Results

- › Social Targeting generated 4 to 6.5 times the average response rates of traditional programmatic ads

847,547
Impressions

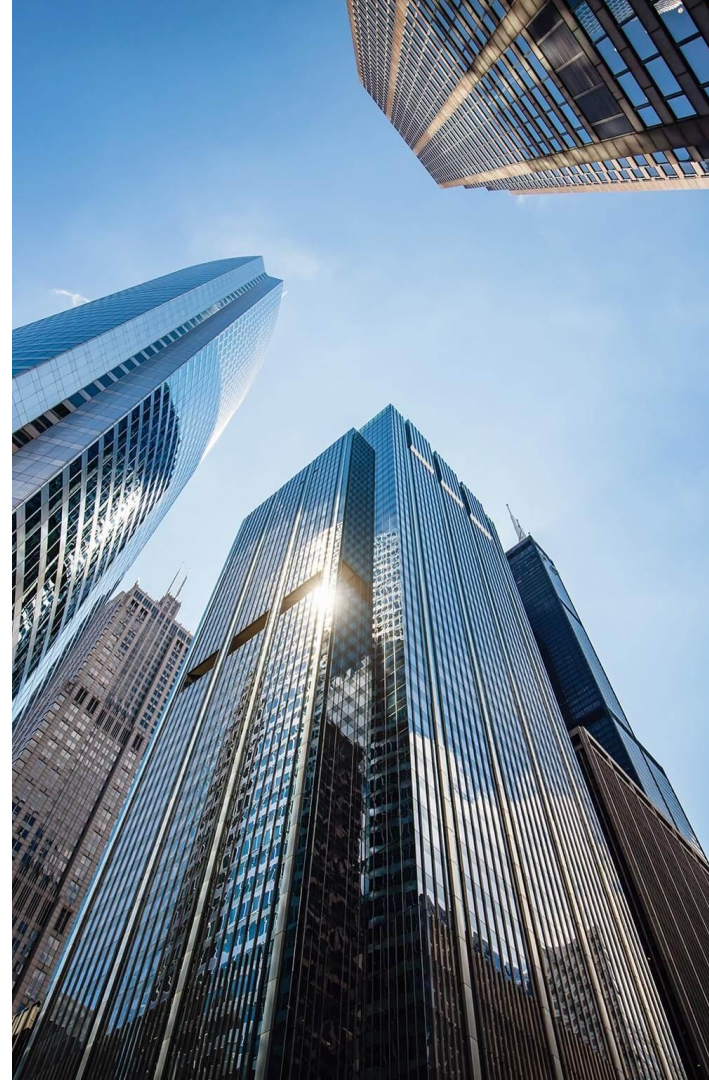
13,793
Clicks

1.63%
CTR



B2B Social Targeted Programmatic Case Study

PROCORE[®]



B2B Case Study - Procore

About Procore

Procore is a leading provider of construction management software. Over 1 million projects and more than \$1 trillion USD in projects have run on the platform.

Procore connects project stakeholders to solutions built specifically for the construction industry—owners, general contractors, and specialty contractors.



Objectives

›Generate awareness, engagement and actionable leads for Procore

Target Audience

›Those who express interest and intent related to construction management

Duration

›April 13 – 27, 2023

Strategy

Social targeting via LinkedIn Profiles, Posts and Location

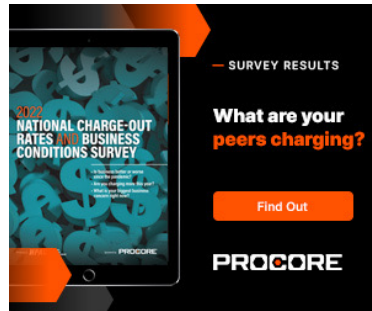
- ›Targets include people interested in and/or prospects for construction management software/technology:
 - LinkedIn profiles – Target relevant identified industries + skillsets (e.g. construction industry, construction management, construction technology)
 - Posts and content engagers – Social media conversations and engagement identified by text analysis of keywords (e.g. construction management software, construction technology)
 - Key Account followers – People who follow the social media accounts of identified General Contractors and Sub-Contractors
 - Competitor followers + Conquesting – People who are following identified competitor accounts and/or talking about competitors
 - Geography – Ontario



B2B Case Study - Procore

Drive-to Content Offer

- › Multi-panel banner ads; Messaging driving to various content offers hosted on Procore landing pages
- › Assets included Case Studies, Reports, eBooks
- › Included A/B testing of messages and content offers, with ad delivery optimized toward the better performing asset



Results

- › The campaign performed well above the Social Targeted Programmatic benchmark of 1% CTR

512,120
Impressions

6,783
Clicks

1.32%
CTR



Healthcare Social Targeted Programmatic Case Study



Healthcare Case Study - Verto

About Verto

Verto's healthtech solution simplifies data sharing across healthcare organizations, with the ultimate goal of improving patient outcomes and experience, while reducing administrative barriers and costs to healthcare organizations.



Objective

- › Drive awareness, engagement and actionable leads to Verto Health's COVID-19 appointment Booking/Assessment Center and Vaccination Solutions for Hospital Health Systems in Canada and the US

Target Audience

- › COVID-19 Assessment/Testing Centers, Hospitals and Vaccination Centers (Hospital Admin, Clinical Staff, Doctors, Healthcare Practitioners, etc.)

Strategy

Social Targeting via Posts and Location

- › Target audiences based on the comments and content they post on Twitter: Posts were analyzed to connect with people based on intent, interests and attitudes and ads were served accordingly

Social Target groups include:

- › Posts (Keywords)
- › Competitor Conquest (People who talk about competitors)
- › Competitor Followers (People who follow the accounts of competitors)

Geography/Location

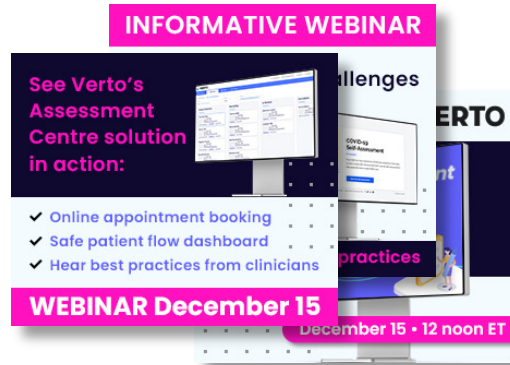
- › Ontario, Alberta, British Columbia and key states across the US
- › People who have visited identified health centers 15+ times within the past 4 weeks



Healthcare Case Study - Verto

Drive-to Content Offer

- > Multi-panel banner ads; Messaging driving to various content offers hosted on Verto landing pages
- > Assets offered included Blog Posts, Webinars, Solutions Demos
- > A/B testing of messages/content offers, with ad delivery optimized toward the better performing asset



Results

- > Social Targeting generated 4 to 6.5 times average response rates of traditional programmatic ads

2,591,677
Impressions

41,470
Clicks

1.60%
CTR



Consumer Social Targeted Programmatic Case Study



Consumer Case Study - Nikon

About Nikon

Nikon is the world leader in digital imaging, precision optics and photo imaging technology



Objective

- › Drive awareness and sales to Nikon's "Winter Sales Event" Canadian eCommerce site (E and Fr 80/20 split); targeting audiences displaying signals of intent that they are in the market for a camera (gift giving/buying for the holiday season)

Target Audience

- › Primary: Those who want to take better pics/videos than their smart device; photo enthusiasts/serious amateurs/hobbyists/vloggers; lifestyle/gift giving; etc.
- › Secondary: Social sharers, multimedia students, all types of photographers, entry/core user enthusiasts who want to improve their photo capabilities, existing users who intend to upgrade, etc.

Strategy

Social Targeting via Posts

- › Identify audiences based on the comments and content they post on Twitter, YouTube and Reddit
- › Posts were analyzed to serve ads to people based on their relevant intents, interests and attitudes
- › Targeting includes:
 - Posts (Keywords)
 - Competitor Conquest (People who talk about competitors)
 - Competitor Followers (People who follow the accounts of competitors)



Consumer Case Study - Nikon

Drive-to Content Offer

> Single-panel animated banner ads, in English and French (as relevant), drove to the appropriate Nikon Winter Sale eCommerce site



Results

> Social Targeting generated 4 to 6.5 times the average response rates of traditional programmatic ads

1,584,683
Impressions

24,187
Clicks

1.53%
CTR

