We believe machine learning models can improve performance.
We believe in targeting audiences, not personas.
We believe fraud hurts everyone.
CASE STUDY: TRAVEL CAMPAIGN

OBJECTIVES:
• Increase engagement (2+ actions within post-click web site environment)
• Reduce cost/lead to under $.10

SOLUTION:
Deploy Advangelists AI optimization to identify highest engaging audiences
• Machine learning rapidly identified audience segments most likely to engage
• 7 days to demonstrate dramatic improvements

RESULTS (9 days):
• Captured interest in travel related service and destinations with over 1 Million site engagements
• Generated strong retargeting campaign opportunities
• Reduced cost-per-lead 40% below historical target

RESULTS:
• 9 Days
• 130 Million Impressions
• 1 Million Site Engagements
• <$0.06 Cost per Lead
CASE STUDY: FASHION RETAIL

CAMPAIGN OBJECTIVE:
Retail location awareness and in-Store visitation

EXECUTION:

Audience construction: Leverage cohort lifestyle location models, high income data overlay,

Learning Agenda: Measure and optimize dwell time, promote store visits and learn appropriate distance from retail location where incremental impressions did not drive incremental foot traffic.

RESULTS:
• INCREMENTAL LIFT: 15%
• AUDIENCE REACH: 3 Million users
• RESPONSE RATE: 0.9 %

CONCLUSION:
Machine Learning algorithms identified an optimal distance of <12miles before in-store foot traffic per retail location fell below optimal distance for efficient ROI
CASE STUDY: FRAUD PREVENTION WITH ADCOP™

**OBSERVATION:** Winning bids placed below publisher floor prices; Near 100% of impressions below the publisher floor demonstrated some characteristic of fraud.

**LEARNING AGENDA:** Leverage ADCOP™ to understand the nature of impressions that should not have been won.

**EXECUTION:** Deployed bid recommendation engine; brands who share publisher SSP’s within the Advangelists platform have inside information that provides guidance for bids that are below a publishers floor price.

**RESULT:** Near immediate elimination of more than 80% of AdFraud from campaign set.