Driving Awareness and Reach with Pre-Bid Brand Safety

5% more impressions by utilizing page-level blocking

Optimized campaign cost efficiencies

Reduced waste on post-bid blocking spend

The Ask
Drive awareness and reach for a range of VW’s models, while avoiding toxic content, and reducing wasted spend at the post-bid level.

The Solve
By nesting pockets of risk based keywords under a single contextual keyword list, VW utilized our pre-bid, page-level brand safety solution to build a comprehensive keyword list that rooted out toxic and competitor content.

The Takeaway
5% more impressions were let through that would have otherwise been considered unsafe by a competitive technology. This optimized cost efficiencies by reducing wastage on post-bid spend.

“Grapeshot has been instrumental in our brand safety and contextual-targeting strategy.”

Trader, PHD