SBS IMPROVES ENGAGEMENT WITH TRENDING CONVERSATIONS

VISA + **Starcom** SMG

75%
Viewability rate (5% over benchmark)

150%
higher CTR than the industry standard

80%
Increased video completion rate

The Ask

Visa was in need of multi-form brand awareness that aligned with their major tent pole events, targeted towards Millennials interested in food, music, travel and sports.

The Solve

Visa utilized Oracle Predictive Targeting to follow, listen and evolve their campaign around real-time consumer conversations about food, music, sports and travel. By evolving with these Millennial interest areas, Visa was able to retain relevance in the conversation amongst this key target audience. .

The Takeaway

Through the use of Contextual Intelligence, Visa were able to benefit from a 75% increase in viewability rate, 150% higher CTR than industry standard, in addition to an 80% increased video completion rate.

"*Grapeshot Predictive Targeting got me to my campaign goals. The added insight made things so simple and easy.*"

*Chelsea Maron,
Programmatic Manager
Starcom*

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