

Driving Relevant Scale

23%

Increased CTR

351%

In conversion rate

The Ask

The World Wrestling Entertainment (WWE) were looking to expand their global appeal and connect with new audiences via similar interests and passions.

The Solve

Through dynamic segment optimization, Oracle Contextual Intelligence was able to determine the keywords and stories trending amongst WWE fans. This resulted in real-time, actionable insights that provided a unique understanding of correlated topics and content that resonated with fans.

Thus, WWE was able to capture new potential audiences, increase reach and cost efficiency, while engaging in the right conversation at the right time, with the most relevant audiences.

The Takeaway

The WWE was able to yield a 23% CTR increase and a 351% increase in conversion rate vs. non-[Grapeshot] campaigns running during the same time period.

Original terms: Wrestling Terms, Event Terms, Personalities, Related Sports

Evolved Interests: Country Music, Classic Rock, Music Personalities, NRA

ORACLE
Data Cloud

