

SBS IMPROVES ENGAGEMENT WITH TRENDING CONVERSATIONS



73%

Lower CPC

\$4.00

Savings per click

4.75%

Higher CTR

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

Through the use of dynamically updated Predictive Targeting, SBS was able to Identify trending keywords associated with the Eurovision Song Contest 2017. Robust social listening and data analysis picked up the relevant keywords, placing SBS at the heart of conversations before trends peaked and CPMs rose.

By using Oracle Contextual Intelligence to align with trending topics, SBS was placed in the center of conversations. In addition, accurate real-time targeting provided Zenith with key insights to action smarter decisions for higher engagement.

The Takeaway

As a result, Zenith were able to yield a 73% lower CPC, \$4 savings per click in addition to a 4.75% higher CTR.

“Predictive Targeting kept up with the conversations constantly evolving. We reached out audience in a way not possible with a static keyword or contextual strategy”

Ryan Hoyda,
Director, Digital Advertising,
Galpin Motors Auto Group