

Driving Awareness and Reach with Pre-Bid Brand Safety

ORACLE
Data Cloud



5%

more impressions by utilizing
page-level blocking

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.

Optimized

campaign cost efficiencies

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.

Reduced

waste on post-bid blocking spend

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.

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

Trader, PHD

