

MAXIMIZE AUDIENCE REACH WITH CONTEXTUAL ALIGNMENT

CHALLENGE

In the face of cookie deprecation, how can a Finance brand drive scale against their target audience without the use of cookies?

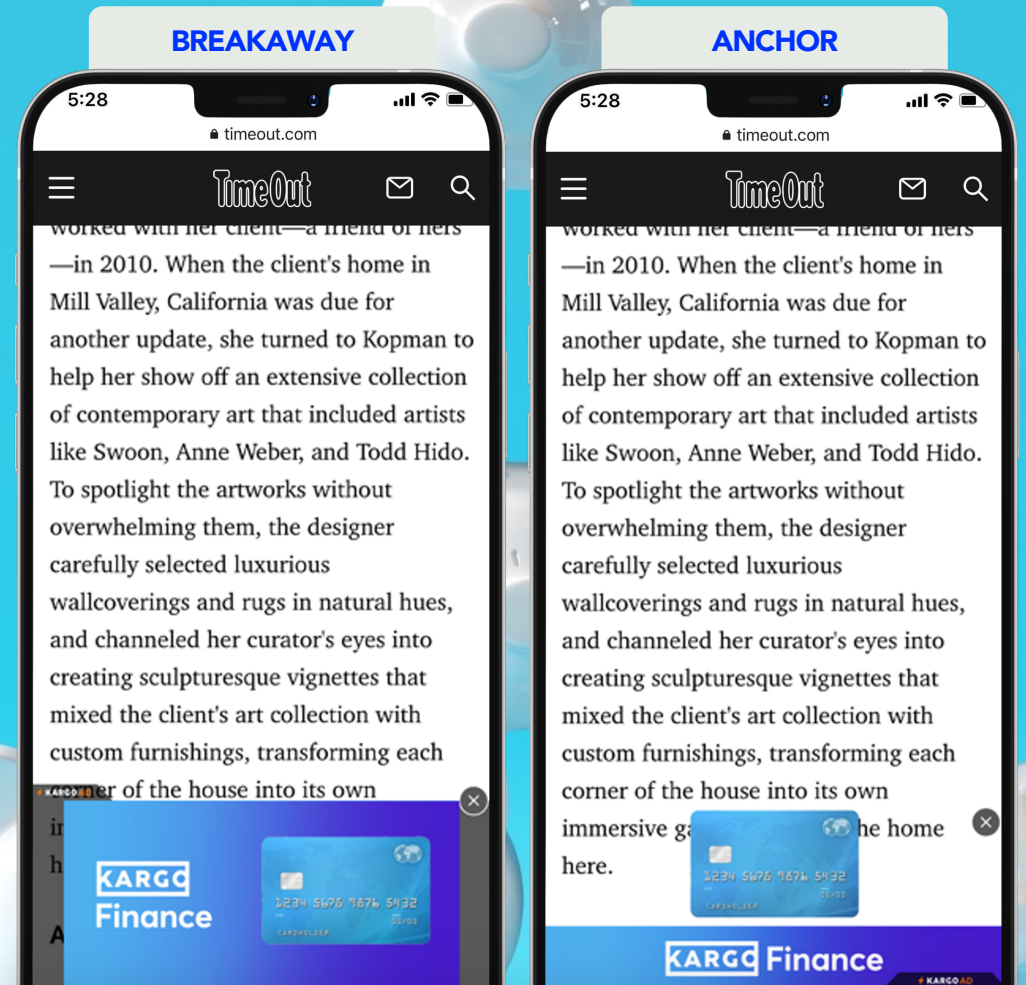
SOLUTION

- We proactively set, up contextual Deal IDs, consisting of brand-safe premium publishers that aligned with the target audience's demographics, behaviors and interests, without the use of cookies.
- We tested these deal IDs against CRM and 3rd party audience-targeted deals to compare performance between tactics.

RESULTS

We scaled the campaign by more than double when compared to the audience-targeted deal IDs alone. Both ad formats, the traffic-driving Anchor and Breakaway, outperformed benchmarks, indicating success in reaching and engaging our intended audience.

As cookies continue to deprecate, brands can rely on Kargo's premium, brand-safe publisher marketplace to reach their intended audiences at scale.



2.1x
Greater Scale Than Id-based
Segments Alone

1.83x
Above Breakaway
CTR Benchmark

1.14x
Above Anchor
CTR Benchmark