

## MAJOR REGIONAL GROCER EXCEEDS VIDEO GOALS THANKS TO CONTEXTUAL TARGETING

Even with a tight regional footprint and targeting limitations, Bidtellect surpassed Native Display CTR and Video VCR goals thanks to Pause Out of View Video and 3rd Party Contextual Targeting capabilities.

### OBJECTIVE

A major regional grocer sought to reach more customers more efficiently using native display and video through Bidtellect's platform.

- **Primary KPI:** Reach 60% & Frequency 4x Weekly
- **Secondary KPI:** Display: .30% CTR.
- **Monitoring Viewability** at 70%
- **Video:** 70% VCR, Monitoring Viewability at 70% and Use Pause Out Of View Video

### CHALLENGES

Bidtellect had to contend with a tight regional footprint: 5 states and 6 designated market areas (DMAs), as well as several targeting limitations such as 2nd Party Data Audience Targeting, and utilizing activation and suppression of 3rd Party Data as well as Bidtellect Contextual Categories (Food & Drink, Shopping, Society, Arts & Entertainment), while managing to control group suppression plus an over-exposure audience.

### SOLUTIONS & TACTICS

Bidtellect sorted the campaigns within 2P and 3P to show Native Display and Native Video campaigns. Throughout the campaign, results consistently showed 3P Contextual Targeting yielding a .33% CTR and 87.4% VCR, and the 2P data set delivered at .22% CTR and 73.3% VCR. While Bidtellect did continue to parse out the campaigns within News Whitelist and No News, we saw the strongest performance continue to come from 3P Contextual Targeting.

### RESULTS

Bidtellect surpassed all goals, with mobile and tablet earning highest performance across devices, and 3rd Party Data / Contextual Targeting outperforming 2nd Party Data.

# .26%

Overall CTR

# 80.7%

Overall VCR

# .31%

Top performing CTR device for display: Mobile

# 86.8%

Top performing VCR device for video: Tablet

# .33%

Top performing CTR creative for display: Sandwich

# 88.6%

Top performing VCR creative for video: Turkey

\*For more on Bidtellect's Engagement Score™, [click here](#).

