

My Contributions & Learnings

My Contribution

- I spearheaded the three months of pitching process and presented the machine learning and data capabilities to client and the media agency.
- I collaborated data insight to create strategy for campaign execution.
- I engaged with optimization team to select the right targeting model and conducted continues session for effective campaign delivery.
- To increase the volume of deliveries, I connected the partner supply team to add relevant supply sources.
- I worked with creative strategy team to develop ad copies with the appropriate messaging to increase the clicks on the advertisements.

Learnings

- I got an extensive understanding about machine learning and data insights.
- After closely working with optimization team, my understanding on optimization modeling enhanced.
- I understood more about competition product Google's Demand Side Platform (DV360).
- I also learnt about the importance of targeting the right audiences and the impact it can have on client's ROI
- This campaign pitching and execution become a benchmark to approach other similar advertisers.
- I develop the habit of reading about unfamiliar technical terms that were used by tech and optimization team.

Other Similar Projects

Success story | Native Advertising

Research & Ranking - an equity market research firm exceeds growth goals

How leveraging first party data & Verizon Media's proprietary data increased efficiency and performance

At a glance

Key objectives

Drive quality leads while maintaining the CPL benchmark with a 2% lead-to-conversion rate.

Solution

Leveraged Verizon Media's proprietary data along with first party data to maximize user discovery and conversions.

Results

Overall campaign lead goal was achieved with a substantial decrease in lead cost and high lead-to-conversion rate.

How it was achieved

- Optimized the campaign by targeting appropriate audiences. We created specific audience buckets using Verizon Media's first party proprietary data and Advertiser data to achieve higher and relevant reach.
- Structured the campaigns with differentiated audience targeting at the campaign level. This helped in powering 25% additional leads.
- A combination of all optimization & landing page optimization in terms of compelling messaging helped drive quality conversions. Customized Communication in Mail Ads & Static ads helped drive quality conversions.

Performance Results

141%
Growth in leads from March to April 2020

37%
Decrease in CPL

3.1%
Lead-to-Conversion Rate

Advertiser testimonial

"Verizon Media Native Platform's Performance Marketing Capabilities have helped improve our Lead to Closure Percentage Significantly. The native targeting capabilities has given us the opportunity to reach out to a targeted customer base that is ready to invest. With a tight control over their inquiry sources and marketing spend, Verizon Media's Native continues to play an integral part in our performance marketing strategy."

- Rajesh Lulla
Performance Marketing Lead
Research and Ranking

verizon media

For the client researchandraking.com

Methodology:

1. Drive awareness, through native ads.
2. Separate campaigns to target custom segments of audiences depending on the level of the module, i.e. Beginner, Intermediate, Expert.
3. Pixel tag used to create conversion rules to retarget users to complete the investor education journey.

Objectives

Engage and educate on investment planning

Results:

- 30% higher CTR through VM native as compared to other display channels.
- 45% higher dwell time on the website as compared to other display channels.

30% Higher CTR

45% Higher Dwell Time

verizon

For Client DSP Mutual Funds