ADVANGELISTS CASE STUDIES

We believe machine learning models can improve performance.
We believe in targeting audiences, not personas.
We believe fraud hurts everyone.

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CASE STUDY: TRAVEL CAMPAIGN

OBJECTIVES:

- Increase engagement
  (2+ actions within post-click web site environment)
- Reduce cost/lead to under $.10

SOLUTION:

Deploy Advangelists AI optimization to identify highest engaging audiences

- Machine learning rapidly identified audience segments most likely to engage
- 7 days to demonstrate dramatic improvements

RESULTS (9 days):

- Captured interest in travel related service and destinations with over 1Million site engagements
- Generated strong retargeting campaign opportunities
- Reduced cost-per-lead 40% below historical target

RESULTS:

- 9 Days
- 130 Million Impressions
- 1 Million Site Engagements
- <$0.06 Cost per Lead

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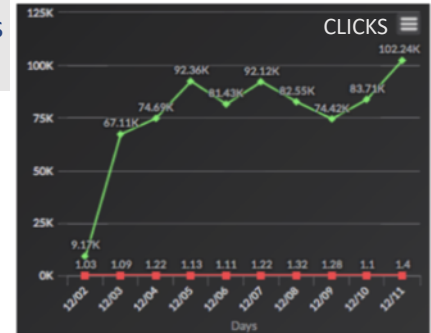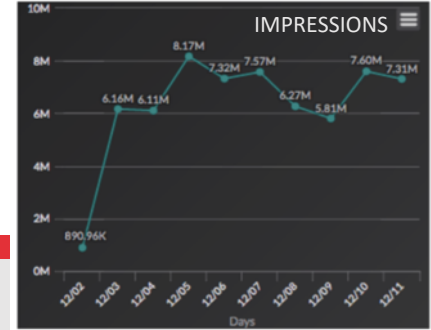
CASE STUDY: FASHION RETAIL

CAMPAIGN OBJECTIVE:
Retail location awareness and in-Store visitation

EXECUTION:

Audience construction: Leverage cohort lifestyle location models, high income data overlay,

Learning Agenda: Measure and optimize dwell time, promote store visits and learn appropriate distance from retail location where incremental impressions did not drive incremental foot traffic.

RESULTS:

- INCREMENTAL LIFT: 15%
- AUDIENCE REACH: 3 Million users
- RESPONSE RATE: 0.9 %

CONCLUSION:

Machine Learning algorithms identified an optimal distance of <12miles before in-store foot traffic per retail location fell below optimal distance for efficient ROI
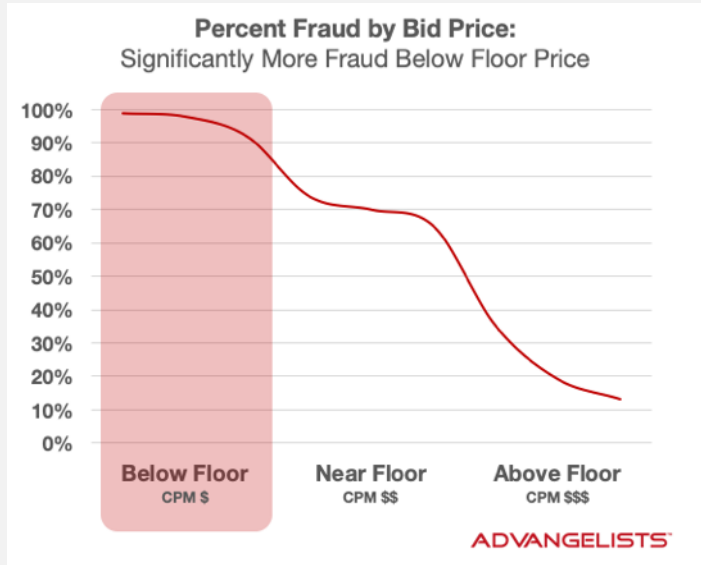

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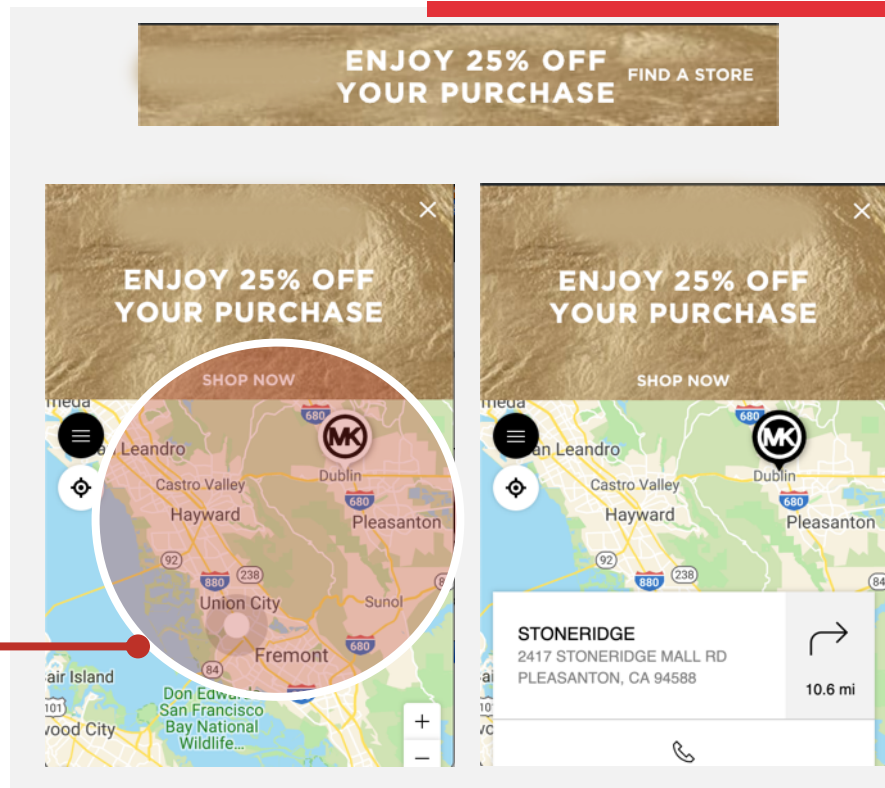
CASE STUDY: FRAUD PREVENTION WITH **AD**COP™

OBSERVATION: Winning bids placed below publisher floor prices; Near 100% of impressions below the publisher floor demonstrated some characteristic of fraud

LEARNING AGENDA: Leverage **AD**COP™ to understand the nature of impressions that should not have been won

EXECUTION: Deployed bid recommendation engine; brands who share publisher SSP's within the Advangelists platform have inside information that provides guidance for bids that are below a publishers floor price

RESULT: Near immediate elimination of more than 80% of AdFraud from campaign set.

Percent Fraud by Bid Price:
Significantly More Fraud Below Floor Price

| Below Floor | Near Floor | Above Floor |
| CPM $ | CPM $$ | CPM $$$ |

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