

# Dynamic content campaign drives 6.5x ROI



**A campaign partnership between Ozone and our client, a leading UK grocer, drove 6.5x ROI thanks to our automated, dynamic creative optimisation capabilities and precision targeting**

## CLIENT BRIEF

To drive sales of the client's promotional on-site offers only when stock availability was high locally, meaning the use of dynamic creative was essential. The campaign was to be delivered to audiences matching the client's own pen portraits contextually and in behaviourally relevant areas. Beyond sales, raising brand and product awareness and consideration were also key.

## OUR SOLUTION

We combined the premium nature of our environments and scaled audience reach with high attention ad formats and a sophisticated targeting strategy that automated the delivery of dynamic creative messaging. On-site promotional offers were only delivered to the client's target audience when stock was high in-store locally to those seeing the campaign. Delivered contextually to Food & Drink readers, behavioural audience segments included those reading specifically about Luxury as well as Premium Food content, such as Fine Dining. A specially curated site list was also recommended for the client to boost sales.

## CAMPAIGN RESULTS

### Delivering 6.5x ROI

The campaign saw extraordinary results, delivering 6.5x ROI. These incredible returns demonstrate the effectiveness of our partnership with this client – from the use of dynamically delivered creative messaging to the precision of our contextual and behavioural audience targeting.

### Benchmark beating performance

The attention grabbing nature of our ad formats, with the Interscroller and Rising Star formats proving particularly effective, drove benchmark beating performance. High viewability of 81% and a 0.14% CTR beat the respective MOAT benchmarks by +23% and +40%.

### Reaching the right audiences

The results of our brand lift study indicated the campaign was seen by exactly the right target audience showing the strong relationship the client has with its customers.

Sources: Ozone & Brand Metrics

