FUTURE AD STRATEGIES IN A COOKIELESS WORLD

ASB **ORACLE**

Acquire
Data-Driven Advertising

CUSTOMER PROBLEM

For the past two years the advertising industry has been fixated on what will happen when digital advertising must become more privacy compliant and drop its reliance on cookies. There has been a lot of talk about first-party data, contextual advertising and new ways of measuring such as attention.

ASB wanted Acquire to show them a new direction for online advertising in a cookieless world - rather than relying on off-the-shelf solutions.

SOLUTION

Acquire partnered with Oracle's contextual intelligence and viewability solutions. Using the client's first party data, layers of market data and A/B testing, they found important contextual audience insights, that when compared to off-theshelf audiences, performed significantly better. For instance, Acquire identified that personal loan audiences indexed higher with the 'environment & sustainability.'

A customised data-driven approach combined with contextual intelligence, challenged assumptions and pre-conceptions about target audiences - providing evidence to shift dollars for better performance and media buying efficiencies.

OUTCOMES

45%
INCREASE IN
**VIEWABLE
CONVERSIONS**

23%
INCREASE IN
**CLICK-THROUGH
RATES**

35%
DECREASE IN
CPA
(Cost Per Aquisition)

"As we move towards the cookieless future, scale will be one of the biggest challenges. An advanced contextual technology can not only find relevant content, but also be dynamic, capture trends and automatically adjust the segment based on what consumers are most engaged with and, as a result, deliver performance and scale for the brand."

- June Cheung, regional director JAPAC, Oracle