

CASE STUDY

Reduce Costs and Increase Conversions

with IAS Context Control



IAS Integral
Ad Science

+ BENCH[®]



Bench is a leading, independent programmatic marketing provider in Australia. Bench's mission is to empower marketers with cutting-edge technology in a way that helps their brands connect with customers more deeply during those moments that matter most. Our goal is to help brands gain full control over their marketing technology stack so they can achieve measurable outcomes.

Integral Ad Science (IAS) is a global leader in digital ad verification, ensuring that ads are viewable by real people in safe and suitable environments. IAS's mission is to be the global benchmark for trust and transparency in digital media quality for the world's leading brands, publishers, and platforms. We do this through data driven technologies with actionable real-time signals and insight.

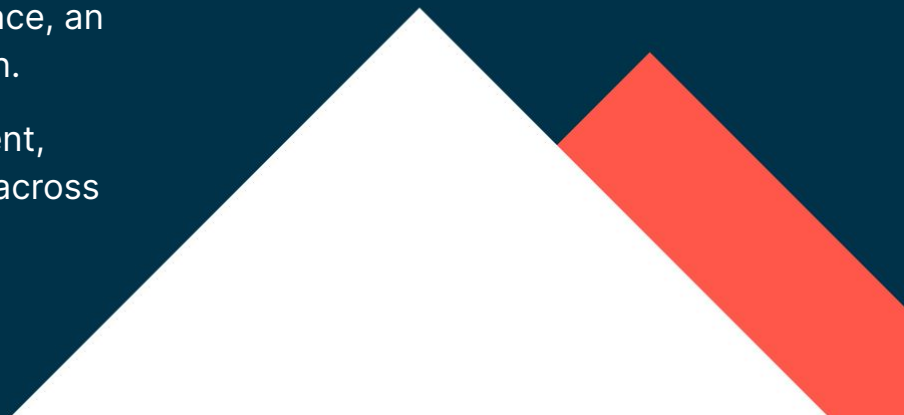
The Challenge

Bench Media is an independent programmatic marketing agency based in Australia. They take pride in leveraging a plethora of targeting solutions currently available to reach their clients' goals.

With the impending deprecation of the cookie, they proactively explored potential alternatives to audience targeting.

Bench ran a head-to-head test with IAS and a major DSP's audience targeting segments across three of their clients, a global manufacturing company in the air conditioner space, an education institution, and a major accounting corporation.

Bench wanted to understand what was both cost-efficient, scalable, and would deliver strong performance results across video campaigns.



The Solution

IAS Context Control Targeting enabled Bench Media to target contextually relevant content, without the use of 3rd party cookies, to increase their advertiser's recognition and engagement with:

- Accurate classification at scale of content using best-in-class semantic intelligence
- Deeper classification of content through sentiment and emotion detection
- 200+ industry vertical, seasonal, topical, and audience proxy segments available today for targeting

The advertisers saw improvements in CPM, CTR, CPC, and video completion rate
Bench Media now has an effective & efficient targeting solution for their clients that will not be impacted by the deprecation of cookies

Global Manufacturing Company

Results: Performance & Efficiency



CPM

Cost per thousand impressions

23% decrease



CTR

Click through rate

21% increase



CPC

Cost Per Click

36% decrease

Compared to 3rd party data audience targeting for air conditioning and heating.

A Leading Education Institution

Results: Increase in Completion Rate

▲ 10%

Increase in completion rate with IAS Context Control Targeting segments. This means **more attention** for the video campaign compared to third party audience targeting segments.

A Not for Profit Organisation

Results: Decrease in CPA

▼19%

Decrease in Cost Per Acquisition rate* (CPA), as a result of leveraging IAS Context Control Targeting segments to be in contextually relevant environments, where consumers are more likely to engage.

** when compared to third party targeting segments*

Thank you!



IAS Integral
Ad Science



B E N C H[®]