

TimeOne leverages Semantic Contextual Targeting to increase qualified traffic on an e-merchant website!

- + 1.5% CTR (+30% VS other deals)
- + 35% Visit Through Rate (+5 points VS other deals)

CONTEXT

TimeOne Group is a marketing services group specializing in customer acquisition. They generate sales, leads and create engagement between a brand and a consumer. As part of this case study, TimeOne was managing the campaigns of a Spanish ready-to-wear e-merchant.



OBJECTIVE

1. **Generate qualified traffic**, namely visits greater than 10 seconds, by optimizing performance via the click-through rate in a first phase and then directly to the visit
2. **Generate sales** through retargeting strategies on existing traffic

Objective	Performance
Format	Banner Display and Native
Audience	Interest and intent Shopping/Fashion / Women (primary audience)
KPIs	CTR, Visits

SOLUTION

In order to maximize volumes on the desired target, TimeOne opted for Smart’s contextual solution, a proprietary algorithm that analyzes and categorizes all pages in real time, using Natural Language Processing. By activating it within Smart curated deals (Auction Packages) the agency was able to quickly and easily activate the following segments:



Health & Fitness



Style & Fashion



Beauty

RESULTS

The agency benefited from the precision of contextual targeting combined with the scale of cross-publisher deals in order to reach its target audience and KPIs.

- + **1.5% CTR** (+30% VS other deals)
- + **+35% Visit Through Rate** (+5 points VS other deals)



Contextual semantic targeting enabled us to achieve better performance with above-average CTRs as well as greater profitability, with an overall lower cost compared to third-party data activation. Thanks to a simple and efficient operational activation via Auction Packages, we were able to meet the advertiser’s objectives.

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Want to learn more? Contact us!

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www.smartadserver.com

About Smart

Smart is the leading independent adtech platform built to serve the interests of both buyers and publishers. Smart’s fully transparent platform and shared-interest business approach enables brands and premium publishers to get their fair share of ad value at every opportunity, on their terms. Smart works directly with hundreds of buyers and more than 1,000 publishers worldwide including Groupe Marie Claire, TracFone, Le Figaro, Leboncoin, Altice Media Publicité, and IMGUR to deliver display, video, native, and rich-media ads to over 50,000 sites and apps. Smart is ranked on the Deloitte Technology Fast 500 EMEA and in the Financial Times’ FT 1000: Europe’s Fastest Growing Companies. The company operates 12 offices worldwide and leads the charge in building a transparent ecosystem based on quality.