**CASE STUDY: B2B TECHNOLOGY**

**MediaCom, Adelaide, and Kargo Run First Digital Campaign Guaranteeing Media Quality with Attention**

**GOAL**
- Guarantee media quality by establishing minimum AU rating for digital campaign
- Secure higher-quality media dynamically via Added Value AU-based PMP within Google DV360

**OUR APPROACH**
1. MediaCom and Kargo agreed upon minimum Avg. AU rating of 25 for campaign.
2. Adelaide created a custom AU planning calculator using historical Kargo data. The calculator was used by Kargo to design a media plan that would meet the AU guarantee.
3. An added value PMP was used to serve impressions when average AU dipped below 25.
4. AV impressions must be of higher AU quality than full priced impressions to bring average AU above the threshold.
5. Campaign was delivered via programmatic PMPs terminated on DV360. Performance and delivery was monitored within Adelaide dashboards.

**RESULTS**

The campaign outperformed the AU guarantee by +16.8% and Kargo benchmark by +25.5%

In-flight optimizations allowed Kargo to improve performance by +9.1%

Across more than 6M impressions and 262 domains, the campaign delivered an Avg. AU within +1.6% of the planning calculator’s estimate.

By excluding low-AU domains, Kargo was able to optimize the campaign on the fly and drive higher AU scores overall.

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**PERFORMANCE SNAPSHOT**

- **OUTPERFORMED AU GUARANTEE BY**
  - +16.8%

- **OUTPERFORMED KARGO BENCHMARK BY**
  - +25.5%

- **PERFORMANCE INCREASED BY**
  - +9.1%

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**ABOUT ADELAIDE**

Adelaide is the industry leader in the rapidly growing field of real-time attention measurement, bringing transparency to media quality through proprietary attention data.

**FULL FUNNEL PERFORMANCE**

Our quality rating, AU, is trained to predict outcomes through the funnel.

- +50% higher recall lift vs. qCPM-optimized placements
- Predictive of a +2x lift in conversion rate—as AU goes up, so do conversions
- +2.8x better correlated to sales vs. viewability (using Nielsen sales data)

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