Adelaide | mediacom | KARGO | Google

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.
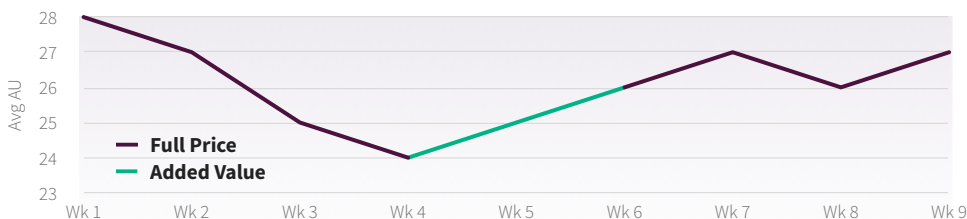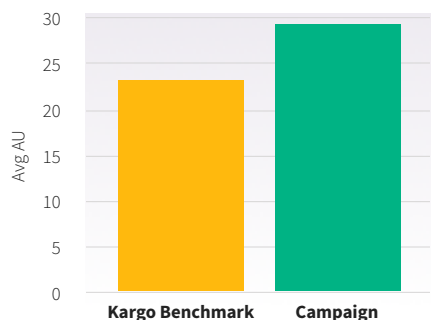

Hypothetical use case for added value impressions

5. Campaign was delivered via programmatic PMPs terminated on DV360. Performance and delivery was monitored within Adelaide dashboards.
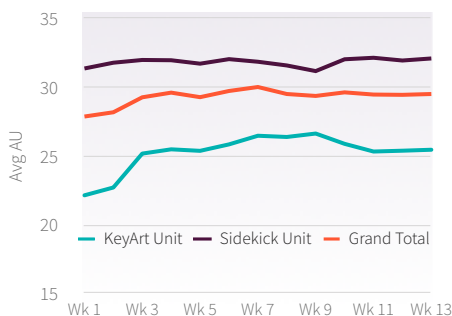
RESULTS

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

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

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

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

PERFORMANCE SNAPSHOT

OUTPERFORMED AU GUARANTEE BY
↑**16.8%**

OUTPERFORMED KARGO BENCHMARK BY
↑**25.5%**

PERFORMANCE INCREASED BY
↑**9.1%**

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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