

CASE STUDY

International Software Company Drives Increase in Global Brand Awareness

68,638

Total Actions
(website conversions)

\$17.79

CPM

96.66%

Video Completion Rate

Tactics

- **Geo-Optimized CTV Targeting** across several European countries to increase overall brand awareness
- **Keyword Search Retargeting** to target users who are actively searching or reading terms related to brand competitors or companies specializing in customer service
- **Site Retargeting** to re-engage potential customers who have previously visited the software company's website
- **Addressable Geo-Fencing** based on occupational factors to reach relevant individuals at a household-level within the U.S.
- **Third-Party Segments** using data from leading providers to reach Data Management Platform (DMP)-defined audiences and complement Simpli.fi's unstructured data targeting tactics within the U.S.

Creative types

- CTV

Why Simpli.fi

- Global Geo-Optimized Targeting Capabilities
- Knowledge of International Markets
- Location-Based Technology
- Best-in-Class Customer Support

Establishing a Worldwide Brand Presence

In a world of constant connection, B2B companies are leveraging innovative marketing strategies to reach decision-makers across the globe. The ability to serve targeted ads internationally has become a necessity for businesses aiming to scale and succeed in competitive markets. A recent report by Statista revealed that global digital ad spending is projected to reach more than \$798 billion by 2025. It is also estimated that more than 80% of digital ad revenue will be generated by programmatic advertising in 2028.

For B2B organizations, reaching target audiences and determining the proper marketing strategies at a global scale comes with its own challenges. Operating internationally introduces complexities such as cultural nuances, regional regulations, and varying levels of inventory availability across the internet.

As competition increases, advertisers focused on expanding brand awareness are seeking innovative advertising solutions with global targeting abilities and granular attribution to gain an edge. An international software company recently tapped its advertising agency, a trusted Simpli.fi partner, to help maximize relevance with its target audience and increase its online presence.

With a recent focus on increasing global brand recognition, the software company's nearly five-month programmatic strategy focused on brand awareness across the U.S. and several European countries. By harnessing a mix of Simpli.fi's advanced targeting solutions, the company aimed to overcome the challenges of global ad delivery, establish a strong presence in key markets worldwide, increase web traffic, and achieve low CPMs and high Video Completion Rates (VCR) across both national and international campaigns.

Targeting Audiences Across Europe

First, the advertiser leveraged Simpli.fi's geo-optimized targeting capabilities to serve CTV ads to users across the United Kingdom, France, and Germany. **The Simpli.fi team helped the software company's agency pull available impressions by market internationally and provided information on specific international CTV inventory.** With these details in mind, the advertiser was able to make informed decisions on how to most effectively serve their CTV ads in foreign markets.

In addition, the Simpli.fi team worked with their agency partner to get pre-approval to shift campaign budgets from specified PMP deals into geo-optimized tactics to ensure effective campaign delivery. The advertiser also tapped into Site Retargeting to re-engage users who previously visited their website on their large-screen streaming TV devices throughout Europe.

Reaching Users Based on Online Behavior

The software company also deployed Simpli.fi's Keyword Search Retargeting in both the U.S. and throughout Europe to reach users who indicated interest in brand competitors or companies specializing in customer service. **Simpli.fi implemented 199 keywords, including customer services software, customer support, helpdesk management, and more, to serve CTV ads to those actively looking for customer service-related content online.** With an understanding of the challenges that face global ad delivery, the Simpli.fi team also received pre-approval from the software company's agency partner to supplement the keyword lists with relevant keywords in order to ensure full delivery.

Using Occupational Factors to Target U.S. - Based Audiences

Within the U.S., the advertiser leveraged Simpli.fi's addressable programmatic solution to precisely reach their target market at the household-level. They used Simpli.fi's Addressable Audience Curation tool to build a custom audience based on location data and by choosing from more than 3,000 demographic variables. The advertiser chose the following criteria to target more than 4.7 million households throughout various metros, including Atlanta, Boston, Chicago, New York, and more:

Defined Occupations

- Customer Service Representatives
- Small Business Professionals

Simpli.fi's Addressable Geo-Fencing solution then matched the addresses to the exact shape and size of the property using GPS and plat line data, automatically creating a custom-shaped target fence around each household. The advertiser served CTV ads promoting the software company's services and areas of expertise.

Blending Targeting Tactics to Maximize National Reach

Throughout the campaign, the advertiser used a combination of Simpli.fi's targeting tactics and third-party audience segments to reach their ideal customers. Within the U.S., the advertiser leveraged DMP-defined third-party audience segments to maximize campaign reach. In addition to leveraging Site Retargeting in Europe, the software company also deployed this tactic to re-engage users who previously visited their website with CTV creative in the U.S.

Simpli.fi Increases Global Brand Awareness

In order to ensure all teams were set up for success, Simpli.fi's world-class Client Success Team worked with the agency partner to train and educate their self-serve team prior to launch. The Simpli.fi team and the agency also worked together to make mid-flight budget and campaign optimizations to ensure full delivery across all tactics. **By the end of the flight, the campaign achieved over 68,638 website visits. The advertiser also accomplished their goal of effectively serving CTV ads globally and achieving a high VCR of 96.66%. Additionally, the software company was able to drive an impressive, combined CPM across both the U.S. and Europe of \$17.79.** Due to the campaign's success, the software company and its advertising agency plan to continue working with Simpli.fi to serve global programmatic campaigns and achieve their pre-defined marketing objectives.

