LEADING HOT DOG BRAND IGNITES ROAS AND REDUCES DATA COSTS WITH YOBI ZERO SEED AUDIENCES

VERTICAL: CPG

KPI: ROAS

CHALLENGE:

A leading hot dog brand was looking for ways to drive incremental buyers while reducing costs of media + data for their programmatic campaigns.

SOLUTION:

Yobi leveraged their dataset of 114M US consumer households, which represent $2T in online/offline commerce and 50M+ mobile location and app events are generated, to generate a zero seed predictive shopper audience of buyers likely to purchase hot dogs.

RESULTS:

Yobi's predictive shopper audiences delivered a 30X lift in ROAS at 1/6th the costs of Oracle, IRI, and Kantar/Numerator audiences.

30X LIFT IN ROAS

83% MEDIA COSTS SAVINGS

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MAJOR CABLE NETWORK INCREASES TUNE-IN WITH YOBI PREDICTIVE AUDIENCES

CHALLENGE:

With the recent shift in TV viewing behavior from traditional appoint-based to streaming, a major cable network needed a more effective partner to drive tune-in.

500%   LIFT IN TUNE-IN

SOLUTION:

Yobi tasked their predictive AI with identifying potential viewers from their dataset of 114M US consumer households, which represents STB and ACR TV data across 50M US TVs. The audience was delivered to The Trade Desk DSP for targeting in a head-to-head test against the DSPs native AI.

RESULTS:

Yobi's predictive audiences delivered a 500X lift in tune-in over the client DSPs native AI, measured by LG.

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GLOBAL DISTRIBUTOR OF ELECTRONIC PARTS RAMPS UP NEW CUSTOMER ACQUISITION WITH YOBI PREDICTIVE AUDIENCES

VERTICAL: B2B / Distribution

KPI: CPA / Site Actions

CHALLENGE:

A global distributor of electronic components aimed to reach more potential customers through its B2B eCommerce marketplace by offering a large catalog of suppliers to their audience, which would assist by creating a seamless procurement process. In a highly competitive market, they needed to vastly broaden their reach and reduce their cost-per-click and cost-per-acquisition.

SOLUTION:

Yobi ingested 200 records of the clients 1PD to understand and model what the next best customer would look like within our dataset of 300M US behavioral profiles. Yobi also deployed a pixel on the client's site to understand real-time indicators of intent to continuously optimize the audience and refresh it within the client's agency DSP, The Trade Desk.

RESULTS:

Yobi's predictive audiences decreased CPA by 11X and CPC by 89%, while increasing CTR by 15X.

11X DECREASE IN CPA

15X INCREASE IN CTR

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