Lucidity

BRAND

TOYOTA

AGENCY

SAATCHI & SAATCHI

PROGRAMMATIC PARTNER

AppNexus

BLOCKCHAIN TECHNOLOGY

Lucidity

Lucidity Blockchain Pilot with Toyota Results in 21% Lift in Campaign Performance

Eliminating sites with high levels of data discrepancies delivers greater conversations for programmatic campaign

CAMPAIGN PURPOSE

To provide click and impression verification through Lucidity's proprietary blockchain technology. This will yield deep insights on the quality of programmatic traffic for the automotive category's first ever test with blockchain technology.

MEASURE OF SUCCESS

For the duration of the campaign, performance of Lucidity-optimized line items were compared to non-optimized line items. Performance and cost of each line item will be compared to assess the added value of Lucidity's impression verification offering.

Style comes in many models.

TOYOTA   Learn More

Prototypes shown with options.
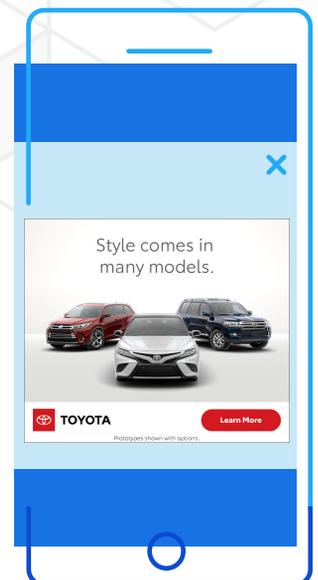
21% Lift in performance when eliminating discrepant impressions and clicks and layering in Lucidity's optimizations

WHY BLOCKCHAIN?

- Immutable
- Fair and transparent
- Uniform rules and definitions
- No central authority
- No single point of failure

Lucidity's Unique Offerings ("Firsts")

1 Optimize against unified, verified, clean data across all parties in the supply chain

2 Generate deterministic data at the granular, log level / event level – not probabilistic data

3 Go deeper than historical probabilistic models for optimization (e.g. performance, CTR, clearing costs, viewability) into deeper optimization against impressions and click discrepancies

4 Demonstrate significant performance gains even with existing fraud, viewability filters already built in

TOYOTA Campaign Detail

FLIGHT LENGTH	THREE WEEK FLIGHT
IMPRESSIONS	~10MM
KPI	TRAFFIC RATE *visits to website*
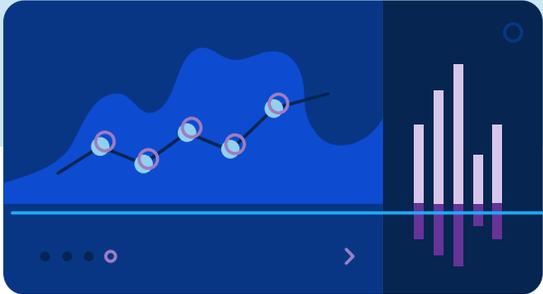
Results

▲21%

Lift in campaign performance

OPTIMIZATIONS
Blacklisting sites with anything below 90% confirmed impression match rate and/or below 80% confirmed click match rate

Key Takeaways

The ability to have access to a transparent, clean set of data from across the programmatic supply chain is game-changing.

Knowing there is waste and discrepancy in an ad buy is one thing, but having clarity into where and why there is waste is another. This empowers the brand to take action.

This is the first time a brand had been able to use blockchain technology to eliminate waste and optimize an ad buy in this way.

Even with the "scrubbing" of pre-bid inventory, Lucidity was able to make significant improvements to campaign performance with its optimizations.

Learn more about Lucidity's shared ledger for supply chain that's built to handle digital advertising scale, reduce blockchain overhead costs and ensure privacy.

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