

### BRAND



TOYOTA

### AGENCY

SAATCHI & SAATCHI

### PROGRAMMATIC PARTNER



### BLOCKCHAIN TECHNOLOGY



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

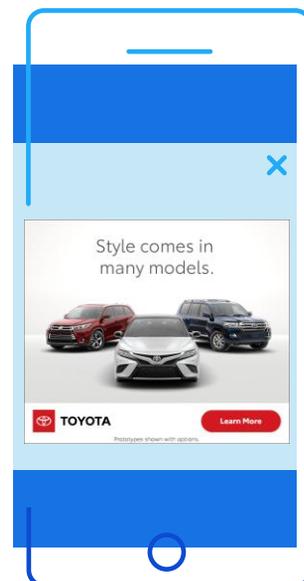
*Eliminating sites with high levels of data discrepancies delivers greater conversions for programmatic campaign*

### CAMPAIGN PURPOSE

To provide click and impression authentication 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 authentication offering.



*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

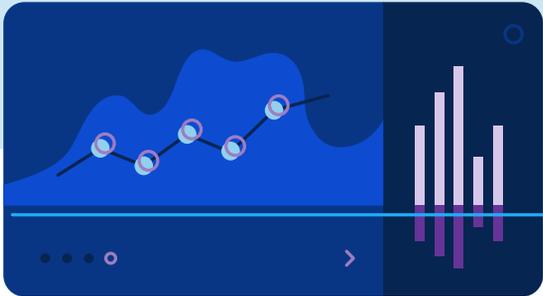
# Lucidity's Unique Offerings (“Firsts”)

- 1 Optimize against unified, authenticated, 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 optimizations (e.g. performance, CTR, clearing costs, viewability) against impressions and click discrepancies
- 4 Demonstrate significant performance gains even with existing fraud, viewability filters already built in



## Campaign Detail

<b>FLIGHT LENGTH</b>	<b>THREE WEEK FLIGHT</b>
<b>IMPRESSIONS</b>	<b>~10MM</b>
<b>KPI</b>	<b>TRAFFIC RATE</b> <i>visits to website</i>



## 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.