

PROGRAMMATIC
PARTNERBLOCKCHAIN
TECHNOLOGY

Lucidity Drives 13% Lift in Traffic for Major Entertainment Studio's Film Release Campaign

Transparency drives real results for film's opening weekend campaign

GOALS + OBJECTIVES

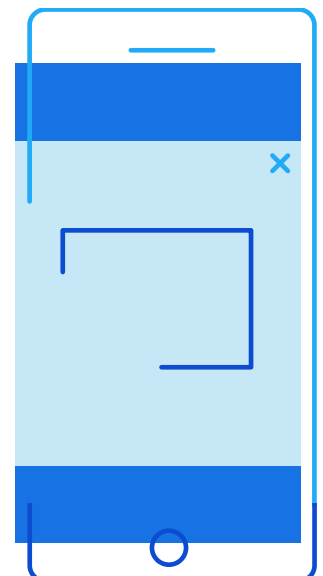
The entertainment brand and its media agency partnered with Lucidity to put blockchain-enabled transparency to the test for their programmatic campaign promoting their feature film.

In addition to identifying and optimizing away from sites and apps with highly discrepant impressions and clicks, the client was looking for visibility into what types of inventory were the most discrepant. The ultimate goal was to get a unified view of the campaign's performance across the supply chain.

▲ **13%**
Lift in traffic rate

Campaign Detail

FLIGHT LENGTH 6 Days
IMPRESSIONS 4.4MM
KPI Landing page visits for ticket purchases



Methodology



To evaluate the impact of Lucidity's supply chain transparency solution across the brand's programmatic campaign, the following steps were taken

- The campaign ran on AppNexus DSP, utilizing the brand's standard site/app blocklist, pre-bid filters for brand safety, and AppNexus' performance optimization algorithm.
- Lucidity tracking ran alongside campaign manager tags.
- Lucidity then filtered out inventory delivering <80% click match verification and/or <90% impression match verification

CONTROL GROUP

- Brand Site Blacklist
- Traditional Pre-Bid Filters
- AppNexus performance algorithm

TEST GROUP



- Brand Site Blacklist
- Traditional Pre-Bid Filters
- AppNexus performance algorithm

Removed sites identified by Lucidity with
 < 80% Confirmed Clicks
 < 90% Confirmed Impressions

Results

LIFT IN TRAFFIC RATE

▲ 13%

Lucidity-optimized line items yielded a 13% lift in traffic rate performance compared to the non-optimized line items

0.08%

CONTROL/
NON-OPTIMIZED



0.09%

TEST/LUCIDITY
OPTIMIZED

LIFT IN CLICK THROUGH CONVERSION RATE

▲ 214%

When comparing click-through conversions from the Test Group versus Control Group, The Test Group yielded a 3X lift in conversion rate (visits to film's landing page)

7%

CONTROL/NON-
OPTIMIZED POST
CLICK-THROUGH
CONVERSION RATE



22%

TEST/LUCIDITY
OPTIMIZED POST
CLICK-THROUGH
CONVERSION RATE

Learn more about how Lucidity uses blockchain to give advertisers the transparency they need to buy advertising with confidence

Key Takeaways

TRANSPARENCY DELIVERED VALUE

Cutting out impressions or clicks that could not be confirmed across the supply chain, whether from fraud, bot traffic, domain spoofing or other breakages, led to better performance.

CTR SHOULD BE SCRUTINIZED

There were 71% fewer clicks but 45% more conversions across the campaign. The post-click conversion rate was 3x higher when discrepant placements were filtered out. The abnormally high CTRs were likely fraudulent, including several utility apps with very high levels of discrepancy.

INVENTORY MATTERS

Mobile web performed best, while in-app placements had the most discrepancies. Desktop placements had decent impression match rates, but poor click match rates and mediocre performance.

DOING MORE WITH LESS

The fact that the stronger performing line items converted so well with much fewer clicks indicates the non-optimized campaign may have had a lot of non-human bot traffic or poor inventory placements with a lot of accidental clicks. The inflated CTR led to poor conversion performance. By working with Lucidity, the client was able to run fewer impressions resulting in greater conversions.