

Success Stories: — Automotive

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the B2B sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



\$5.56
CPSV

For a Tier II automotive brand.

40.6%
Quote-To-Finish-Ratio

For a luxury auto dealership.

\$0.60
CPA

For a premier tire manufacturer.

86%
VCR

For an auto lubricants campaign.

Success Story

ACCELERATING AUTOMOTIVE CONSIDERATION WITH CROSS-DEVICE DISPLAY

Goal

- A Tier II Automotive Brand's Dealer Ad Association tasked us to support prospecting efforts and drive consideration for model-specific offers. The primary goal was to achieve a Cost Per Site Visit (CPSV) of \$8.

Solution

- To achieve our goal, we used a cross-device display strategy to reach a wide audience in the general market. We employed our causal audience solutions to drive tactical efficiency and performance.
- We updated the site list to include higher-performing sites and concentrated on delivering ad units that demonstrated better performance. Furthermore, we utilized retargeting strategies to engage users who viewed or clicked on the ads, which improved engagement and conversion rates

Results

The campaign effectively supported prospecting efforts and drove consideration for the automotive brand's model-specific offers, delivering strong performance amongst all partners and exceeding all of the client's stated goals.

\$5.56

CPSV

0.13%–0.14%

CTR

Success Story

LUXURY AUTO DEALERSHIP

Goal

- Drive dealer locator, custom vehicle model builder, quote start, quote finish and homepage visit actions on client site

Solution

- Message users who previously researched car reviews with one of Causal's automobile-focused inventory partners
- Incorporate 3rd party data integrations with DLX Polk, Acxiom Automotive, AdAdvisor Audiences and JD Power Automotive Audiences to gain extensive reach by vehicle type for the in-market automobile audience

Results

- Exceeded eCPA goals across all 5 conversion types and generated the highest quote start to quote finish ratio at 40.6% (vs. partner average of ~25%)

40.6%

**QUOTE TO FINISH
RATIO**



Success Story

NATIONAL AUTO RETAILER: MULTICULTURAL AWARENESS

Goal

- The advertiser sought to invest media dollars with Black-owned publishers while authentically engaging African American adults 18–49. The campaign aimed to efficiently reach auto enthusiasts, with a competitive conquering strategy to capture share from rival retailers.

Solution

- We executed a targeted display campaign across carefully vetted Black-owned digital properties. Standard display placements were activated with strict brand safety measures, excluding news and political environments.
- Competitive conquering layered on top of demographic and behavioral signals ensured the campaign reached high-value prospects while reinforcing community investment.

Results

The campaign effectively balanced meaningful media investment with measurable performance:

- Delivered a 0.15% CTR, aligning with auto industry display norms.
- Achieved a \$8.30 CPC, demonstrating efficiency in driving site engagement.
- Generated 283K+ in-store visits with a strong 2.36% visit rate, measured by Quorum, underscoring the campaign's ability to convert exposure into foot traffic.

2.36%

Visit Rate

.15%

CTR

Success Story

PREMIER TIRE MANUFACTURER

Goal

- Drive targeted users to the Dealer Locator page, the Tire Finder page, and the Tire Product page within a \$0.75 eCPA goal

Solution

- Create a custom prospecting model that identifies users likely to purchase the company's tires
- Execute a cross-screen, sequential messaging strategy to meet the company's performance marketing goals

Results

- Achieved a \$0.60 eCPA, exceeding the company's performance goal by 20%

\$0.60
eCPA

20%
**OVER
PERFORMANCE**

Goal for the company

Success Story

AUTO MAINTENANCE CHAIN

Goal

- Increase awareness of seasonal promotion among users in specified DMAs and those interested in automotive services

Solution

- Utilize Causal's proprietary cross-device profiles alongside 3rd party affinity data to generate a custom audience of consumers similar to existing customers
- Execute a cross-device strategy to reach the right users at the right time and not waste ad spend

Results

- 12% lift in awareness of the company's seasonal promotion
- Over 30,000,000 impressions were served within two months thanks to Causal's ability to scale

12%

LIFT IN AWARENESS

Of the company's seasonal promotion

30K

IMPRESSIONS

Were served within two months

Success Story

AUTO INSURANCE PROGRAM

Goal

- Drive auto insurance quote submissions on client site (US & CA)
- Goal: \$40 cost per lead

Solution

- Utilize Causal's proprietary cross-device profiles alongside relevant 3rd party affinity data to reach the target audience
- Ensure lead quality with predictive models based on related data points like automobiles owned, acquisition dates and black book valuations

Results

- Exceeded the goal of \$40 per lead, coming in at an extremely efficient \$35.61 CPL
- Drove the largest volume of quote submissions, making Causal the most scalable plan partner

\$40**PER LEAD**

Goal exceeded

\$35.61**CPL**

Success Story

AUTO LUBRICANTS CAMPAIGN

Goal

- Accelerate the adoption of the brands premium synthetic oil and sustainable solutions, protect engagement of the core audience, and amplify the brand within new audiences.
- KPI: Reach, 73% VCR and 80% Viewability

Solution

- We built and activated several custom audiences, optimizing based on known attributes within our proprietary user profiles. The inclusion of video tactics allowed the brand to utilize its best sight and sound assets to capture audience attention, promoting consideration and recall.



Results

- Causal easily beat both VCR and viewability goals by delivering:
 - 86% VCR
 - 90% Viewability
- As a top performer, we were awarded incremental budget for a concurrent campaign.

86%

VCR

90%

VIEWABILITY

Success Story —

HYPER-LOCAL AUTOMOTIVE REPAIR CHAIN CAMPAIGN

Goal

- Support four specific underperforming locations for our national automotive repair, maintenance and tire service client.
- Increase store visits through a geo-targeted media strategy, goaled towards meeting the client's Cost Per Visit (CPV) goal of \$56 (across all locations).

Solution

- We launched a programmatic display campaign featuring two compelling promotional offers to reach high-intent audiences in smaller, lower-traffic markets.
- We implemented a hyperlocal targeting strategy using real-world movement data. We identified and reached users who passed by the store regularly as part of their daily routines (whether commuting to work, doing school drop-offs, or running errands).
- This behavioral targeting approach allowed us to focus impressions on people most likely to convert, despite operating in markets with limited population density.

Results

While the full campaign results are still coming in, early performance signals show promising outcomes:

One location has already surpassed the efficiency goal, achieving a CPV of \$50.27, beating the \$56 target by over 10%.

The remaining three stores are still in-flight, and performance is expected to be in-line with the first store.

The campaign showcases the power of strategic geofencing and Causal's audience targeting solutions to drive in-person visits in low-performing markets, demonstrating that hyperlocal strategies can scale efficiently when executed with precision.

\$50.27

CPV

Success Stories:

BUSINESS-TO-BUSINESS

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the B2B sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



.17%
CTR

Exceeded CTR goal of .10% for US based credit protection company.

\$381
CPS

Drove 150 quarterly subscriptions below CPS goal of \$400 for satellite service provider.

87.3%
S LIFT

Greatly increased online orders for industrial products and services company.

21.8%
AWARENESS

Lift in awareness for identity protection services company as measured by Nielsen Digital Brand Effect.

Success Story

SMALL BUSINESS, BIG OPPORTUNITY FOR THIS CREDIT UNION

Goal

- To increase awareness and preference for the client's business services accounts, the campaign focused on reaching small business decision-makers within the employee credit union's field of membership.

Solution

- We crafted a full-funnel strategy to position the credit union as the preferred financial partner for small businesses, specifically those in need of banking and lending solutions, spanning CTV, OLV, Audio, and Display.
- To effectively reach the small business segment, we implemented Causal's custom audience targeting across all channels. This included:
 - Small business owners and operators based on behavioral and purchase data
 - Industry-specific professional audiences (e.g., healthcare, retail, construction)
 - Geographic filters to ensure relevance within the credit union's membership area
 - RYPL co-working social data
- A Lucid Brand Lift Study was layered in to measure perception shifts across exposed vs. control users.

Results

This campaign demonstrated the power of audience precision in upper-funnel media.

By zeroing in on small business owners and operators, we were able to drive strong brand engagement and positive perception shift.

The campaign successfully positioned the credit union as a trusted financial ally for small businesses in its region.

13.2%
LIFT IN BRAND
AWARENESS

5.5%
LIFT IN AD
RECALL

Success Story — US TELECOM PROVIDER — BRANDING CAMPAIGN

Goal

- A major U.S. telecom brand sought to increase awareness of its new campaign message, and drive brand consideration among key decision-makers.
- The goal was to engage high-value business and technology audiences while ensuring maximum efficiency and measurable impact.

Solution

- We leveraged Multivariate Optimization (MVO) alongside the client's Account-Based Marketing (ABM) audiences to predict which user profiles were most likely to resonate with the brand's value proposition and engage with the campaign.
 - Targeted business and technology decision-makers at companies with 20+ employees, including a curated ABM target list and current customers.
 - Deployed a cross-channel approach, using Native, OLV, and CTV to maximize exposure and engagement.

Results

Performance exceeded expectations: Native (ABM Audiences) drove a **CPSV of \$11.03**, far surpassing the \$30 goal.

Brand Lift Study (DISQO) Highlights:

- MVO OLV delivered:
- 7.4% lift in unaided awareness
 - 9.3% lift in familiarity
 - 6.7% lift in purchase intent
 - 8.8% lift in brand favorability

- ABM Achieved:
- 4.6% lift in unaided awareness
 - 9.1% lift in familiarity
 - 11.4% lift in purchase intent
 - 7.9% lift in brand favorability

- MVO CTV delivered even stronger results:
- 14.1% lift in unaided awareness
 - 20.9% lift in purchase intent

- ABM List achieved:
- 3.8% lift in unaided awareness
 - 7.2% lift in purchase intent

By aligning data-driven targeting with high-impact formats, the campaign exceeded performance benchmarks solidifying the brand's position in the minds of key business decision-makers.

20.9%

LIFT

CTV Purchase Intent

14.1%

LIFT

CTV Unaided Awareness

Success Story — ENGAGING FINANCIAL ADVISORS

Goal

A leading wealth management brand partnered with Causal to drive high-quality engagement among Financial Advisors (FAs). The campaign aimed to:

- Increase awareness and consideration among FAs through a targeted digital strategy.
- Achieve a prospecting click-through rate (CTR) of 0.10% to drive initial engagement. Optimize retargeting efforts to secure a cost per landing page visit of \$20 among advisors who had previously interacted with the brand.

Solution

To reach FA's, Causal implemented a digital strategy that leveraged premium inventory, contextual relevance, and precision targeting:

Campaign Phases:

- **Prospecting:** Focused on generating awareness and initial clicks among the targeted audience.
- **Retargeting:** Aimed at engaging users who had previously shown interest, optimizing cost per landing page visit.

Geographic Focus: ZIP-code targeting in high-density financial markets.

Audience Targeting:

- Age Group: Adults 45 – 64
- Financial Profile: Net worth of \$5M+
- Job Titles: CXO, Owner, Partner, Principal, Retired

Results

Our overall execution not only met surpassed industry benchmarks, demonstrating both strategic precision and operational excellence.

We exceeded CTR and cost-efficiency benchmarks, and Retargeting efforts significantly reduced acquisition costs

Prospecting:

- CTR: 0.14% (exceeding 0.10% goal)
- Cost Per Landing Page Visit: \$39.34

Retargeting:

- CTR: 0.37% Cost Per Landing Page Visit: \$5.88 (far below \$20 target)

Overall Campaign:

- Total Clicks: 15,050
- Landing Page Visits: 2,375
- CTR: 0.15%
- Overall CPL: \$27.37

Success Story

IDENTITY THEFT PROTECTION PROVIDER

Goal

- The primary objective of the campaign was to drive conversions for the antivirus and identity theft prevention software. This involved not only increasing the number of sign-ups but also ensuring a cost-effective acquisition strategy that adhered to varying CPA goals of \$100 or less, depending on the specific campaign parameters and timeframes.

Solution

- Cross-Device Display: Performance-optimized display ads were the backbone of our strategy. These ads were shown across a broad selection of sites to capture a wide audience.
- MVO: We focused on users who exhibited online behavior indicative of a need for identity theft protection, such as visiting financial websites or reading articles on online security. We also targeted users based on their interests and lifestyles, particularly those concerned with online security and personal data protection. Leveraging data collected by our pixels, we were able to optimize delivery, tune our audience models & provide deeper audience insights.

Results

- The campaign yielded impressive results, showcasing the effectiveness of our long-term strategy and optimization efforts
- Over the past eight years, the continued use of pixels, even during dark periods has allowed us to maintain and improve campaign effectiveness, ensuring sustained success for the client.
- The use of continuous pixel tracking allowed for rapid optimization and a significant increase in conversion rates upon campaign relaunches.
- Our deep understanding of the brand's goals and historical performance data enabled us to guarantee campaign performance, adjusting quickly to achieve the desired outcomes. We were able to maintain CPA goals between \$20 and \$100 depending on the year and quarter ensuring cost-effective customer acquisition.

\$20-100

CPA

Success Story

DIRECT BROADCAST SERVICE PROVIDER

Goal

- Partner with the client's commercial division to drive satellite subscription services among small to medium-sized companies at \$400 CPS

Solution

- Utilize Causal's proprietary business identification database, which associates IP addresses to organizations and their NAICS industry classification, in order to message key decision makers in target customer industries, including restaurants and bars, private medical offices, gyms, retail locations, salons, hotels, hospitals, and senior living facilities insights.



Results

- Increased interest in the company's commercial satellite service packages by 5.9%, as measured by Nielsen Digital Brand Effect
- Drove 150 quarterly satellite TV subscriptions at a cost-per-subscription of \$381

5.9%

INCREASE

In interest in the company's commercial satellite service packages

150
**QUARTERLY
SUBSCRIPTIONS**

To Satellite TV at a cost-per-subscription of \$381

Success Story

INDUSTRIAL PRODUCTS AND SERVICES PROVIDER

Goal

- Generate incremental online sales, as measured by the difference in conversion rates among audience members shown live advertisements vs. those shown public service announcements (i.e. A/B test)

Solution

- Utilize Causal's proprietary business identification database, which associates IP addresses to organizations and their NAICS industry classification, in order to message key decision makers in target companies

Results

- The campaign saw an 87.3% lift in online orders, with nearly half of all conversions attributable to the live campaign (i.e. incremental conversions).

87.3%

LIFT

In online orders

50%

OF CONVERSIONS

Attributable to the live
campaign

Success Story

Credit Union Company

Goal

- Drive upper-funnel brand awareness and preference for the company's business services accounts.
- Identify and reach business decision makers.
- Utilize multiple advertising formats to engage prospects in a truly holistic, cross-device way.

Solution

- Combine Causal's proprietary business identification database, which associates IP addresses to organizations and their NAICS industry classification, with company size and annual revenue data from Dun & Bradstreet to identify and message organizations that meet the targeting criteria.
- Utilize Causal's proprietary business identification database, which associates IP addresses to organizations and their NAICS industry classification, in order to reach users by both job title and company to provide broader scale.

Results

- Causal drove an effective brand awareness campaign, delivering:

\$42.3

DISPLAY CPLPV

81.3%

VIDEO VCR

\$27.9

VIDEO CPLPV

97.3%

CTV VCR

\$39.2

AUDIO CPLPV

75.9%

LTR

Success Story

Wealth management service

Goal

- Strengthen awareness and improve brand perceptions among B2B audiences, including Financial Advisor and Registered Investment Advisor job titles.
- Engage prospects with the company's creative messaging, and ultimately drive consideration.

Solution

- Leverage both display and native tactics to maximize awareness in relevant environments, reaching and engaging prospects with the creative messaging.
- Focus on businesses within manufacturing & whole industries
- Measure Lift in Brand Awareness with a Lucid Brand Lift Study.

Results

- Causal achieved strong performance month over month on display, ending the campaign with an average \$7.44 CPLPV.
- Native added incremental value to display efforts, strengthening engagement and achieving a .12% CTR.

\$7.44
CPLPV

On average month over month

.12%
CTR

With native incremental added to display efforts

Success Story

Engaging Financial Advisors for Wealth Management Success

Goal

A leading wealth management brand partnered with Causal to drive high-quality engagement among Financial Advisors (FAs). The campaign aimed to:

- Increase awareness and consideration among FAs through a targeted digital strategy
- Achieve a prospecting click-through rate (CTR) of 0.10% to drive initial engagement. Incorporate retargeting for a CPLPV of \$20 among advisors who had previously interacted with the brand.

Solution

Causal implemented a strategy leveraging premium inventory, contextual relevance, and precision targeting:

Media Formats & Activation

- Display, Native, OLV, and Rich-Media Display for awareness and engagement.

Targeting Tactics

- Geographic Focus: High-value financial markets.
- Demographics & Behavioral:
 - A35-64, Financial Advisors, Wealth Managers, RIAs, Investment & Financial Planning Interests
- Contextual Targeting on financial publications.
- Retargeting to re-engage interested users.

Results

KEY INSIGHTS

- Strong engagement from FAs.
- Efficient retargeting drastically reduced acquisition costs.
- Precision ZIP-code and behavioral segmentation reached high-value advisors.

Prospecting:

- CTR: 0.14% (exceeding 0.10% goal)
- Cost Per Landing Page Visit: \$39.34

Retargeting:

- CTR: 0.37%
- Cost Per Landing Page Visit: \$5.88 (far below \$20 target)

Overall Campaign:

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- Landing Page Visits: 2,375
- CTR: 0.15% Overall CPL: \$27.37

\$5.88
CPLPV

Against the Retargeting line.

Success Story

REACHING BUSINESS PROFESSIONALS FOR A CRYPTOCURRENCY PLATFORM

Goal

A leading crypto platform aimed to:

Engage a very niche audience of financial service business decision makers, institutional investment managers, investment directors, and financial executives.

Achieve industry benchmarks:

- 0.08% CTR for Display and 70% VCR for Video.
- Measure cross-format impact on landing page visits through a lift analysis.

Solution

Causal focused on brand visibility and lower-funnel engagement, leveraging OLV & Display.

Targeting Tactics

- Geographic Focus: High-value financial markers locally and abroad (NY, Dubai, Sao Paulo, London).
- We used a two-tiered audience approach to prioritize high-value segments while ensuring broader enterprise crypto adoption, focusing primarily on Financial Institutions (Decision Makers at Banks, Investment Firms, Wealth Management Firms etc.). We then looked at Enterprise consumers (ie. Business executives likely to be interested in, hold, or use cryptocurrency).

Results

Our campaign successfully engaged this niche audience and demonstrated that cross-format exposure enhances landing page performance.

- Display CTR: 0.1182% (exceeding the 0.08% goal).
- OLV VCR: 70%

Cross-Format Lift Analysis

- Users exposed to both Display & Video saw an 11.53% lift in LPV's over Display alone.

Key Insights:

- Decision Makers drove the largest proportion of video completions (17.72%).
- Crypto interest was the strongest predictor of landing page visits versus other interest-based or competitive targeting.
- Causal bid optimizations significantly improved impression efficiency for high-value segments.

11.53%

Lift

In LPV rate compared to those that saw Display alone.

Success Story

B2B HEALTHCARE

Goal

- The client aimed to increase consideration and engagement by showcasing the value of its offerings to specific B2B healthcare audiences. The campaign sought to drive meaningful engagement with campaign landing pages and content.
- KPI: .02%-.03% SVR

Solution

- We utilized display to boost exposure leveraging its vast cross-device reach across desktop, tablet, and mobile.
- Proprietary Unified Cross-Device Profiles: We targeted an audience of 1.9MM+ Brand Audience profiles, including the following high-priority segments:
 - 670K Hospital + Health System Profiles
 - 246K Digital Health Profiles
 - 69K Professional Service Providers

We leveraged data-driven insights for monthly optimizations to improve engagement outcomes across all target segments.

Results

- **Impressions:** Increased consistently, peaking in September with 5.29M impressions.
- **Site Visits:** Demonstrated a steady rise, starting at 121 visits in July (10 days live) and culminating in 2,472 visits in November.
- **Site Visitation Rate (SVR):** Improved from 0.02% in July to a campaign-high of 0.09% in November, reflecting optimized targeting and audience engagement over time.
- This demonstrates the efficacy of targeting Causal's high-value healthcare audiences through tailored, data-driven strategies.

.09%
SVR

Success Stories: —

CPG

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the consumer-packaged good sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



4.8%
SALES LIFT

Lift in sales for a leading cookie brand, as measured by NCS.

\$3.8:\$1
ROI

For a ready-made soup brand, as measured by NCS.

\$2.8:\$1
ROI

For a prominent beer distributor, as measured by NCS.

16.1%
AWARENESS

Lift in product awareness for a top pizza brand as measured by Nielsen.

Success Story

Performance Beverage Leader

Goal

- The campaign aimed to reestablish the brand's foundational role in solving athlete-specific challenges and to drive renewed relevance among modern-day sports and fitness enthusiasts.
- The goal was not only to educate consumers on the brand's origin story but also to reinforce its credibility and utility for a new generation of performance-driven individuals.

Solution

- To meet this objective, we executed a full-funnel campaign leveraging Display and OLV.
- Targeting was centered on the brands, first-party data segments designed to reach relevant and high-intent consumers:
 - ✓ Healthy Fitness Enthusiasts, Active Taste Seekers, Sporty Functional Seekers & Hispanic Sports Drink Buyers
- In addition to these segments, we developed an audience focusing on past purchasers, with ROAS optimization enabled.
- To bridge digital exposure and in-store sales, we integrated Circana's transaction feed within our client-facing dashboards surfacing revenue and conversion data by media type, format, creative size, device, and buyer type, at both national and regional levels.



Results

The campaign delivered strong results across both efficiency and business outcomes:

- Video Completion Rate (VCR): 86.48% (vs. 70% benchmark)
- Viewability (DoubleVerify): 87% (vs. 75% benchmark)

Leveraging Circana, we observed that:

- 36% of conversions came from new buyers, signaling strong acquisition.
- 64% came from current buyers, supporting loyalty and continued usage.
- The campaign delivered an overall ROAS of \$2.04.

This campaign proved that with the right mix of proprietary audiences, outcome-based optimization, and real-world measurement, legacy brands can drive both renewed relevance and measurable return.

\$2.04
ROAS

Success Story

Scents, Swagger, and Strategy for a Iconic Men's Grooming Brand

Goal

- The brand approached us with the goal of driving sales of their skincare products among males aged 18-54. As a result, our team crafted a targeted digital advertising campaign to reach this key demographic.

Solution

- To maximize our reach and impact, we utilized YouTube for this campaign. This allowed us to reach our target audience while they were actively consuming content on the platform.
- We specifically targeted engaged-viewers from a specific YouTube channel via our direct partnership. Channel viewers watched a program sponsored by the grooming brand. This allowed us to target individuals who were most likely to be interested in the product increasing the likelihood of a successful conversion.



Results

- To validate the effectiveness of our campaign, we partnered with NCS to track the impact of our advertising on incremental sales. Through this partnership, we were able to drive an impressive 8% lift in sales, resulting in \$1MM+ in incremental revenue for the brand.
- Importantly, the NCS model uses exposed and unexposed households to isolate the impact of advertising on incremental sales. This allowed us to more accurately gauge the impact of our campaign and ensure that the results were truly representative of the impact of our advertising efforts.

8%

S LIFT

\$1MM+

INCREMENTAL
REVENUE

Success Story

ALKALINE WATER SOURCED FROM ARTESIAN SPRINGS

Goal

- Utilize programmatic to amplify the North American product launch featuring a compelling and diverse range of iconic personalities recognized for their commitment to health & wellness. Utilize upper-funnel media to increase awareness, drive quality, and ultimately ROI

Solution

- Recommended an audience first approach to expand reach and compliment the current lower funnel performance campaign.
- Combine UF channels with high-efficiency banner ads to execute a full-funnel campaign for sustained growth.
- Audio, CTV/OTT, Video, High Impact & Display
- Measure the lift in revenue associated with different channel combinations and use this to inform future optimizations

Results

- Audio Listen Through Rate: 97% (+7%)
- Video CTR: 1.27% (+0.97%), OTT VCR: 98% (+3%)
- High Impact CTR: .14% (+0.7%)
- The lift analysis report came back with outstanding performance which highlights the value of Upper Funnel in combination with Lower Funnel. Display + Audio showed the largest lift in the US (106.1%, compared to the 25% benchmark)

97%
LTR

1.27%
VIDEO CTR

98%
OTT VCR

.14%
HIGH-IMPACT CTR

Success Story

FRESH, CUSTOM-MADE DOG FOOD

Goal

- Pet care has undergone a period of premiumization, driven by the global trend of humanizing our pets
- A custom, fresh-made dog food brand partnered with Causal to increase consideration of their product and achieve a Cost Per Lead goal of \$250-300

Solution

- Causal recognized that the bulk of the brands market would be working professionals and our media approach would have to start with digital. Causal used a custom targeting model that combines and weights different attributes to reach those who have a higher likelihood of engaging with the brand
- We included cross-device display optimizing towards form fills to maximize sign ups

Results

- Causal far exceeded the clients stated goal with an overall CPL of \$112
- Given the form was lengthy, it was impressive that Causal was able to drive these results, surpassing the clients KPI's
- A third of the overall s happened within the first day following media exposure, with Friday being the best performing day, achieving a \$83.49 CPL

\$112

CPL

Far exceeding the clients
stated goal

\$83.49

CPL

Success Story

MEAL KIT SUBSCRIPTION – SUPERBOWL MENU

Goal

- Generate incremental account registrations, utilizing a game day box promotion relating to the upcoming Superbowl, in collaboration with a leading beer brand

Solution

- Create a predictive model to identify and message adults based on relevant attributes indicating that they are a football enthusiast, a fan of one of the competing teams, or hosting a Superbowl party and therefore a higher purchase propensity
- Execute a cross-screen, sequential messaging strategy to meet the company's performance marketing goals

Results

- By leveraging highly predictive past purchase data, Causal provided an efficient and scalable vehicle for driving new account sign ups
- Causal was rated as the top performer in terms of accounts generated, far surpassing the initial benchmark by over 50% and yielding a CPR of \$56

50%
BENCHMARK

Surpassed

\$56
CPR

Success Story

NATIONALLY DISTRIBUTED FROZEN PIZZA BRAND

Goal

- Increase brand awareness of new frozen pizza products

Solution

- Utilize our optimization engine to determine the appropriate user profiles to message, as well as the best time and context in which to message them, to maximize brand awareness lift

Results

- Causal drove 16.1% lift in new product awareness

16.1%
LIFT

In new product awareness

Success Story

GROCERY CURBSIDE PICKUP

Goal

- Curbside pickup is a safe alternative that doesn't require you to leave your car, and in some case, it may be easier than securing a home delivery slot. Drive shoppers to order groceries online and pickup curbside with a CPA goal of <\$30

Solution

- Utilize Causal's proprietary cross-device profiles to develop a predictive model that identifies users that are the most likely to consider curbside pickup, taking into account quickly shifting habits
- We made manual adjustments to our optimization algorithm to push inventory toward novelty household categories that would be both brand safe and in the realm of food shopping. (i.e. within home and garden, parenting, etc.)

Results

- During the initial test, Causal consistently ranked as a top performing media partner
- Causal was able to drive a cost-effective CPA of less than \$10

\$<10
CPA



Success Story

WORLD'S FAVORITE COOKIE BRAND

Goal

- Drive consumers to various retailer locations and increase in-store purchases of the cookie

Solution

- Leverage Causal's proprietary algorithm to identify key performance clusters and execute a cross-screen, sequential messaging strategy

Results

- Achieved a 28% lift in foot traffic to specified retail locations, as measured by a Placed study
- Drove a 4.8% lift in s at specified retail locations, as measured by a Nielsen Catalina study

28%
LIFT

In foot traffic to specified
retail locations

4.8%
LIFT

In s at specified retail
locations

Success Story

QUALITY TISSUE MANUFACTURER

Goal

- Increase brand awareness and in-store purchases of the manufacturer's toilet paper

Solution

- Measure and optimize brand awareness using Nielsen's brand lift study
- Utilize Causal's proprietary cross-device profiles to predict which users are likely to consider purchasing the manufacturer's toilet paper

Results

- Increased brand awareness 5.4%
- Delivered a 3:1 ROAS based on in-store purchases

5.4%

INCREASE

In brand awareness

3:1

ROAS

Based on in-store purchases

Success Story

AMERICA'S LARGEST CRAFT BREWER

Goal

- Increase brand awareness of the brewer's beer within the large craft beer markets of the western United States

Solution

- Leverage rich user profile data in combination with predictive analytic techniques to generate a target audience of likely beer consumers
- Apply Causal's geo-targeting capabilities to message the appropriate target audience in the craft beer market



Results

- Achieved a 24.7% lift in brand awareness, as measured by a Nielsen study
- Drove a CTR that was 8.8% above the campaign benchmark

24.7%

LIFT

In brand awareness

8.8%

CTR

That was above the campaign benchmark

Success Story

AMERICA'S THIRD-LARGEST BEER DISTRIBUTOR

Goal

- Increase grocery store purchases of the distributor's beer

Solution

- Leverage the Nielsen Catalina Solutions's lift study product to measure and optimize on the basis of in-store sales lift
- Utilize Causal's proprietary cross-device profiles to predict which users are most likely to consider purchasing the producer's beer

Results

- Increased in-store sales 2.1%
- Delivered a 2.8:1 ROAS based on in-store purchases

2.1%

INCREASE

In in-store sales

2.8:1

ROAS

Based on in-store purchases

Success Story

ONLINE WINE RETAILER

Goal

- Achieve a \$100 new customer CPA

Solution

- Leverage rich user profile data in combination with predictive analytic techniques to generate a target audience of likely wine consumers, optimized over time based on changing social and economic conditions
- Apply Causal's geo-targeting capabilities to message the appropriate audience able to accept direct shipments of wine

Results

- Helped the brand to achieve a 10x lift over the previous year
- Drove CPA well beyond \$100 goal to \$32.13 in early 2020, with half credit for view-through conversions

10x**LIFT**

Over the previous year

\$32.13**CPA**

Success Story

GLOBAL MAKEUP BRAND

Goal

- One of the largest global makeup brands partnered with Causal to drive online sales directly from the brand's site.

Solution

- Create test group & control group consisting of high-propensity consumers and relative influencers (RYPL) identified using advanced audience modeling that considered household, workplace, and more
- Both groups were messaged using identical campaign settings
- The test group was the only group to utilize RYPL

Results

- Consumers in the test group, whose influencers were also shown a makeup product ad, significantly outperformed those in the control group
- ROAS of \$1.78 for every dollar spent
- 24.46% lift in conversion rate over the control group
- Direct site conversions increased 8%

\$1.78**ROAS****24.46%****LIFT**

In conversion rate over the control group

8%**INCREASE IN DIRECT
SITE CONVERSIONS**

Success Story

BABY FORMULA MANUFACTURER

Goal

- Increase in-store purchase intent for a leading baby formula brand. Increase site engagement and achieve 70% VCR for video ads

Solution

- Leverage Causal's proprietary algorithm to identify key performance clusters and execute a cross-screen, sequential messaging strategy incorporating both display and video ads

Results

- Achieved a 9% lift for in-store purchase intent, as measured by a Nielsen Digital Brand Effect study
- Drove a VCR of 74%, exceeding the target metric for the campaign

9%
LIFT

For in-store purchase intent

74%
VCR

Success Story

POPULAR ENERGY DRINK

Goal

- Increase in-store visits at specified retailers

Solution

- Leverage rich user profile data in combination with predictive analytic techniques to generate a target audience of energy drink consumers
- Apply Causal's geo-targeting capabilities to message the appropriate target audience in the specified market (246 locations measured)

Results

- Achieved a 65% Uplift in foot traffic as measured by Cuebiq
- \$1.25 Average CPV
- 30% of all users converted within 6 days, and they spent between 3-47 minutes in-store

65%**UPLIFT**

In foot traffic

\$1.25**AVERAGE CPV****30%****OF USERS**

Converted within 6 days

3-47**MINUTES IN-STORE**

Success Story

NEW WATER/ HEALTH BEVERAGE COMPANY

Goal

- Drive online purchases of the client's product while increasing and strengthening brand awareness
- Site traffic, purchases, and a country-wide push for increased awareness

Solution

- Utilize Rich Media, Digital-Out-Of-Home, CTV/OTT, cross-device video and cross device display – optimizing toward VCR and CTR
- In-flight optimization allowed Causal to increase spend toward the channels and creatives that are driving performance

Results

- Causal's programmatic solution proved an efficient and scalable vehicle for driving sales and boosting awareness. Causal beat expectations by delivering an average CTR of above 0.13% on top of achieving a 0.20% CTR for video placements
- Our Earth-Day DOOH campaign trafficked to Volta charging stations (strategically located in front of grocery stores such as Whole Foods) powered 388,776 EV miles and offset 173,172 pounds of CO2

0.13%
AVERAGE CTR

0.20%
VIDEO CTR

Success Story

POPULAR CITRUS- FLAVORED SODA BRAND

Goal

- Drive lift in message association with impactful and engaging creative.
- Retain current buyers and recruit new Gen Z/Millennials.

Solution

- A bit of interactivity holds the user's attention. Our high-impact reveal units featured smart animations and vibrant creative. They expanded slightly for a sneak-peek of the creative before collapsing and inviting further engagement.
- Consumers are increasingly turning to digital channels to watch their favorite content. Cross-device video connected the brand with prospective buyers as they browsed their favorite sites, reinforcing the brand message.



Results

- Overall:
 - 10.5% Lift in Favorability (A18-24) as measured by Lucid.
 - We crushed viewability goals, delivering 85% Viewability per MOAT.
- Our rich media units delivered a 0.19% Ad Engagement Rate along with :13s Average Time Spent (nearly the same time spent, as a video spot).

10.5%**LIFT**

In Favorability

85%**VIEWABILITY****0.39%****AD ENGAGEMENT RATE****13s****AVERAGE TIME SPENT**

Success Story

ENERGY DRINK – EQUITY CAMPAIGN

Goal

- Build awareness and association with the energy drink brand leveraging cross-device display and custom Rich Media.

Solution

- Reach Energy Drink Fans, Energy Drink Purchasers, and Users with an Interest in-Music, Gaming & Action Sport, with Cross-Device Display and Custom Rich Media units running across desktop & mobile devices.
- Measure Brand Lift with DISQO.

Results

- Drove a CTR of .09%
- Brand Lift (Disqo): 3% Lift Unaided Awareness. 5% lift Ad Awareness.

0.9%
CTR

5%
LIFT

Ad awareness



Success Story

POPULAR ENERGY DRINK

Goal

- Increase brand awareness with Cross-Device Display, Cross-Device Video, and Audio.

Solution

- Target Energy Drink Fans, Millennials, Gamers, Self-starters (DIY) across Desktop and Mobile Inventory. Optimize Video towards VCR, Display towards CTR, and Audio towards ACR.
- Measure brand lift from Audio with a Lucid study, and measure brand lift from Display & Video with a DISQO study.

Results

- Video: VCR 83%, Display: CTR .13%, Audio: ACR 98%
- Lucid for Audio: 1.7% Brand awareness. (3.2% for mobile)
- Disqo for Video and Display:
 - 10.9% lift in Brand Favorability
 - 8.3% Consideration Intent

83%

VIDEO VCR

.13%

DISPLAY CTR

98%

ACR

1.7%

BRAND

10.9%

LIFT IN BRAND FAVORABILITY

8.3%

LIFT IN CONSIDERATION INTENT

Success Story

POPULAR RETAIL CHIP BRAND

Goal

- Amplify the voices of Black Changemakers that are using boldness and innovation to convey the varied and multifaceted Black experience

Solution

- Target individuals interested in social justice and current events. By leveraging our Word-of-Mouth Influencer platform we reach everyday influencers of your audience – users that directly impact the target individual's path to purchase.
- This ultimately increases awareness of the brand and gets people talking about the changemakers featured in the various videos, creating a buzz that eventually drives interest and increases association of your brand with important social issues.

Results

- Causal drove a VCR > 80% for the campaign. The creative videos featured celebrity rotation.
- Top performing demographic variables:
 - Age 45-54, Ad Recall: 18.5%

>80%
VCR

18.5%
AD RECALL

For top performing demographic

Success Story

AMERICA'S PREFERRED TEA COMPANY

Goal

- Drive incremental sales lift for Liquid Tea with Display and Video creative.

Solution

- Leverage rich user profile data in combination with predictive analytic techniques to generate a target audience of prospective tea buyers.
- Use custom audience optimization to connect the brand with prospective consumers across mobile & desktop with both display and video.
- Measure and optimize sales lift with a NCS sales Effect study.

Results

- Drove incremental sales of \$320,422 and ROAS of \$1.07.
- Brand non loyalists drove the largest contribution to incremental sales, while brand loyalists generated the strongest media response.
- Reach - 12,739,005 unique households

\$320K
INCREMENTAL \$

\$1.07
ROAS

Success Story

US BASED TEA COMPANY

Goal

- Minimize viewable CPM within brand suitable Black content

Solution

- To achieve the client's objectives, proposed a comprehensive media strategy including display and video focused on driving a strong viewable CPM among Fun-Seekers, Creative Hipsters, Homebody Couples, and Energetic Explorers.

Results

- Drove a CTR of .12% for Display, exceeding expectations.
- For Video, drove a VCR of 84%.
- Audiences with a high HHI of \$100K or more had the highest portion of clicks, relative to income size groups. Users with a HHI over \$100K also had the most efficient performance, with a CTR 1.42x the campaign average.

.12%
DISPLAY CTR

84%
VCR

Success Story

AMERICA'S #1 COFFEE RETAILER

Goal

- Increase in-store visits at specified retailers.

Solution

- Leverage rich user profile data in combination with predictive analytic techniques to generate a target audience of energy drink consumers.
- Apply geo-targeting capabilities to message the appropriate target audience in the specified market (246 locations measured).

Results

- Achieved a 65% Uplift in foot traffic as measured by Cuebiq.
- \$1.25 Average CPV.
- 30% of all users converted within 6 days, and they spent between 3-47 minutes in-store.

65%
UPLIFT
In foot traffic

\$1.25
CPV

30%
OF USERS
CONVERTED

3-47
MINUTES IN-STORE

Success Story

Iconic Cola Brand

Goal

- This campaign was built to celebrate inclusion; reinforcing that the brand is for everyone.
- With a focus on cultural connection and authentic representation, the goal was to drive engagement through storytelling that resonates.

Solution

- We activated exclusive content in Spanish and English and one in another language to ensure nuance.
- Targeting was highly specific to Hispanic and Zillennial audiences.
- Audiences were layered by:
 - ✓ Interests: Latinx pop culture, social media, value-priced retail, Telemundo, Coca-Cola products
 - ✓ Lifestyles: Foodies, festival goers, gamers, salty snack lovers, rideshare users
 - ✓ Personas: Family-influenced buyers, nostalgia-driven shoppers, content sharers, minority representation advocates

PLACEHOLDER... RESULTS
PENDING

Results

- Video Completion Rate (VCR):
 - 68% – strong considering only :30s assets were used.
- Viewability:
 - 73% – meeting the brand's benchmark for quality video delivery.
- To improve performance and measure real-world impact, an in-flight outcomes (IFO) study was launched with Circana, linking impressions to in-store purchase behavior.
 - Results coming soon...

68%
:30s VCR

Success Stories: — EDUCATION

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the education sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



27,000+
VISITS

Site visitations driven for an accredited, public, e-learning school.

\$133-\$165
CPL

Cost per qualified lead for a US technical education & training institute.

\$2-\$6
CPA

Cost per registration for a public K-12 online school.

.15%
CTR

For a US tier 1 university graduate admissions program.

Success Story

ONLINE SCHOOL ENROLLMENTS



Goal

- Florida Virtual School (FLVS) is an accredited, public, e-learning school serving students in grades K-12 online; in Florida and all over the world
- &Barr is a full-service advertising agency in Florida delivering 60+ years of award-winning expertise in broadcasting, digital marketing and more

Solution

- Causal leveraged cross-device display optimizing toward conversions in order to maximize new registrations
- We created a custom prospecting model that combines transactional data (education, test-prep, homeschool etc.), psychographic characteristics, and demographic information such as children's age range to reach residents with a higher likelihood of enrolling

Results

- Causal was a top performer and drove a consistent student CPA of \$2 and a parent CPA which ranged from \$2- \$6 throughout the life of the campaign
- Causal helped increase traffic to the virtual school's website by 29,443 visits during the campaign

\$2
CPA

Consistent student CPA

29K
VISITS

To virtual school's website

Success Story

TECHNICAL EDUCATION & TRAINING INSTITUTE

Goal

- Drive qualified leads for the institute's Motor and Marine professional education programs
- eCPL of goals of \$200 and \$180, respectively

Solution

- Utilize Causal's proprietary cross-device user profiles to identify key performance clusters and execute a cross-screen, sequential messaging strategy

Results

- Achieved an eCPL of \$165 for the motor program, saving the company 17.5% in media spend
- Achieved an eCPL of \$133 for the marine program, saving the company 26% in media spend

\$165
eCPL

For the motor program

\$133
eCPL

For the marine program

Success Story

TIER 1 UNIVERSITY GRADUATE ADMISSIONS PROGRAM

Goal

- A leading public university faced declining enrollment in their graduate communications programs amid widespread industry disruption. As public relations, marketing, and advertising professionals navigate rapid technological changes and evolving career demands, the university needed to effectively reach working professionals seeking advanced education to stay competitive in their fields.

Solution

- Utilize Causal's proprietary cross-device user profiles to identify Adults 25-49. Focused on professionals holding bachelor's degrees in communications, marketing, PR, or related fields.
- Prioritized individuals currently employed in roles aligned with the university's graduate program offerings.
- Applied behavioral signals indicating career advancement interest or professional development needs.

Results

The campaign significantly exceeded performance expectations, demonstrating strong resonance with the target audience:

- Engagement Rate: Achieved 0.15% eCTR, nearly doubling the initial goal of 0.08%
- Performance Lift: 87.5% improvement over benchmark expectations
- Audience Quality: High-intent traffic with strong conversion indicators

Client Testimonial

"Big thanks to everyone for making this campaign successful – we look forward to partnering with you again."

.15%
eCTR

Exceeding the original
goal of .08%

Success Story

WORKFORCE DEVELOPMENT ORGANIZATION – RECRUITMENT

Goal

- Increase consideration and drive leads for the advertiser's tuition-free training program – offering a proven path to career success
- Evaluated based on ability to efficiently drive leads by beating the cost per lead goal of \$75

Solution

- Utilize Causal's proprietary cross-device user profiles to identify Adults 18-24 with a high-school degree or GED
- To ensure we were able to meet the client's performance goals, our in-house teams review each custom model. As time went on and we gained more data, we were able to focus/optimize more towards top performing profiles, audiences and sites.

Results

- Causal blew the clients goal out of the water – launching with a strong benchmark CPL of \$75, ultimately achieving a CPL of \$24.04. Top performing sites included geeksforgeeks.org, yahoo.com, glassdoor.com and forbes.com

\$75

BENCHMARK CPL

Upon launching

\$24.04

ULTIMATE CPL

Success Story — US GOVERNMENT ORGANIZATION

Goal

- Achieve a High Value Action (conversion) rate of .0004%. HVA includes recruitment and interactions of the user responding on the US government website
- Achieve a 70% VCR rate for cross-device video content

Solution

- Leverage a sequential, cross-device messaging strategy to ensure that the client's career offerings remain top of mind among persons 18-34 interested in the organization
- Utilize Causal's proprietary cross-device user profiles to construct a predictive model for identifying relevant recruitment prospects

Results

- Causal achieved a High Value Action Conversion rate of 0.49% utilizing Native, far exceeding goal of .0004%
- Achieved an 85% video completion rate for Cross-Device Video, exceeding the 70% VCR goal

85%

CROSS-DEVICE VCR

0.49%

HIGH VALUE ACTION
CONVERSION

Success Stories: --- FINANCE

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the finance sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



81%
LIFT

In consideration driven by video campaign for US regional financial services company as measured by Lucid.

\$75
eCPA

Greatly surpassing \$100 eCPA goal for a US online investment services company.

\$3.7:\$1
ROI

1 approved application per 6,792 consumers messaged for multinational consumer bank & financial services company.

82%
VCR

For US consumer money management service company.

Success Story — Fleet Card Awareness & Acquisition

Goal

- The client sought a positive shift in brand perception and consideration for their fleet card applications.
- The overarching aim, was to grow brand familiarity and promote awareness for their co-branded fleet card, with a specific CPA goal between \$200-300 as a secondary marker of success.

Solution

- In Q4 2023, we implemented a strategic media mix of Connected TV (CTV), Online Video (OLV), and Display advertising.
- CTV and OLV were used to deliver highly engaging, sight-and-sound brand messaging to increase awareness and favorability among key audiences. Display ads provided broader reach and supported retargeting efforts.
- We leverages our proprietary user profiles, using a combination of behavioral, demographic, and contextual data to ensure the ads were seen by fleet managers and small business owners.

Results

- According to DISQO, the campaign delivered a significant lift across key brand metrics: a 14% increase in brand favorability, an 11% lift in familiarity, and a 4% improvement in ad awareness. Additionally, branded search grew by 1.06%.
- Branding KPIs reached their peak at 7+ exposures, with application consideration spiking at 10+, helping to substantially enhance both brand favorability and intent to apply for the co-branded fleet card.
- The campaign exceeded performance expectations with a CPA averaging \$187, coming in below the client's goal range of \$200-300.

\$187
eCPA

14%
LIFT

In brand favorability

Success Story

LEADING TAX- PREPARATION SERVICE

Goal

- The largest tax preparation company in the United States engaged Causal across 4 distinct, full-funnel initiatives spanning 3 lines of business
- Upper Funnel Objective: Improve brand perception and intent to file, as measured by a Nielsen Digital Brand Effect lift study
- Mid-Funnel Objective: Drive net new online account creations and brick-and-mortar appointments with tax professionals at cost efficient eCPAs of \$80 and \$120, respectively
- Lower Funnel Objective: Drive both online and retail tax filings at cost efficient eCPAs of \$40 and \$60, respectively

Solution

- Assisted the client in identifying 12 distinct audience clusters and developed a tailored Dynamic Content Optimization strategy to personalize the brand message for each cluster

Results

- Improved brand perception and intent to file, generating lifts of 24% and 13%, respectively
- Exceeded target efficiency metrics across all levels of the funnel, with average eCPAs of \$62 and \$31 for mid-funnel and lower-funnel initiatives, respectively

24%
LIFT

In brand perception

\$31-62
eCPAS

For mid-funnel and lower-funnel initiatives

Success Story

MONEY MANAGEMENT SERVICE

Goal

- Widen the pool of potential in-market prospects, with a highly regarded investment services company
- Drive account enrollments, concentrating on users with a high degree of investable assets and therefore a higher propensity to convert
- VCR Goal: 70%+
- CPA Goal: \$200

Solution

- Leverage pre-roll video in order to reach users at scale and drive top funnel awareness
- Utilize Causal's proprietary cross-device user profiles to construct a predictive model for identifying in-market prospects and reach them with cross-device display creatives
- Measure incremental lift for awareness of the brand utilizing a brand lift study

Results

- Results of the brand lift study displayed positive lift for brand recall, awareness & purchase intent
- Drove VCRs across markets at an average of 82%
- Exceeded target efficiency metrics, achieving a CPA of \$115 for lower-funnel initiatives, making Causal one of the most successful partners on the plan

82%
AVERAGE VCR

\$115
CPA



Success Story

ONLINE INVESTMENT SERVICE COMPANY

Goal

- Influence potential customers to sign up for an investment account, focusing on highly-affluent customers eligible for the company's premium service offerings
- CPA Goal: \$100

Solution

- Utilize Causal's proprietary cross-device user profiles to execute behavioral and contextual targeting strategies focusing on likely investors and investment-related sites, respectively
- Leverage both demographic and content-driven prospecting, as well as lookalike models to move customers down the path to conversion

Results

- Causal delivered the campaign budget in full, month over month, at a \$75 CPA

\$75
CPA

Success Story

CONSUMER BANKING & FINANCIAL SERVICES COMPANY

Goal

- Drive approved credit card applications for one of 12 different credit card products offered by the Bank

Solution

- Utilize predictive analytics to determine which user attributes yield statistically relevant predictive value and use those inputs to determine probability of a given user converting after ad exposure
- Combine audience modelling with content-driven prospecting to move customers down the path to conversion

Results

- Causal drove one approved application for every 6,792 consumers messaged, resulting in a ROAS of \$3.70 : \$1.00

\$3.7 : \$1.00

ROAS

Success Story

INVESTMENT BANK & FINANCIAL SERVICES COMPANY

Goal

- Drive qualified traffic to Client's mortgage page that results in mortgage applications while meeting the \$250 CPA goal
- Achieve viewability of 50% or better

Solution

- Leverage a sequential, cross-device messaging strategy to ensure that the client's brand is top of mind among seekers of home loan financing
- Utilize Causal's proprietary cross-device user profiles to construct a predictive model for identifying in-market home buyers

Results

- Causal rated the top performing media partner across all KPI, per the client's blinded scorecard
- Drove CPA of \$180, well below the \$250 goal, while achieving above-goal viewability of 60%

\$180
CPA

60%
VIEWABILITY

Success Story

CONSUMER & COMMERCIAL BANKING

Goal

- Influence customers to open a checking or savings account with the banking business
- eCPA Goal: \$250, eCPC Goal: \$3

Solution

- Leverage a combination of demographic and content-driven prospecting, as well as lookalike models to move customers down the path to conversion

Results

- Drove an eCPA of \$183
- Drove an eCPC of \$2.13

\$183

eCPA

\$2.13

eCPC



Success Story

CASINO & RESORT CREDIT CARD

Goal

- Generate new resort credit card sign ups
- Drive bookings and purchases on resort credit cards at an ROAS of 18:1

Solution

- Utilize Causal's proprietary predictive modelling technology, which analyzes all syndicated audience attributes associated with messaged profiles to accurately predict future credit card sign ups and subsequent purchases

Results

- Drove over 50K monthly card sign ups
- Generated over \$600K in bookings and purchases, resulting in an above goal ROAS of 22:1

22:1

ROAS

50KMONTHLY CARD SIGN
UPS**\$600K**

IN BOOKINGS

Success Story

CONSUMER BANKING BUSINESS

Goal

- Drive approved credit card applications for the bank's premier travel reward and benefits card at an eCPA of \$2,000 or less
- Generate a CTR of 0.10% or higher

Solution

- Leverage Causal's data management platform, consisting of 9K+ distinct travel-related behavioral attributes, to identify and message frequent traveler profiles
- Combine Causal's audience segmentation with 3rd party destination intent attributes from leading OTA platforms

Results

- Causal exceeded all campaign goals, driving approved applications at an eCPA of \$1,726.41 and yielding a CTR of 0.12%

0.12%
CTR

\$1,726
eCPA



Success Story

STATE LOTTERY CAMPAIGN

Goal

- Communicate to players, that there are plenty of chances to win cash prizes.
- Drive awareness of, and quality traffic to the state lottery website by engaging with core players.
- Achieve a CTR of .10% or better

Solution

- We created a targeting strategy focused on consumers that visit and play at casinos, engage in sports betting, invest in crypto and enjoy sweepstakes.
- Utilized Causal's proprietary cross-device user profiles to construct a predictive model for identifying predictive attributes - including new ones, such as tech enthusiasts interested in games, and users with an interest in career improvement.

Results

- Causal was rated a top performer, delivering a .19% CTR.
- Although not goaled against it, landing page views were tracked on the client's side. We exceeded expectations, resulting in several renewals.

0.19%
CTR



Success Story

REGIONAL FINANCIAL SERVICES

Goal

- Brought on by our agency partner for a checking performance campaign in Q1 2021. Our goal was to drive checking applications at an eCPA of \$160 or less
- Based on our strong performance in Q1, we were then brought in to promote a new checking product in Q3 with a new CPA goal of \$140, and an upper-funnel consideration lift objective

Solution

- Utilize proprietary predictive modelling technology, which analyzes all syndicated audience attributes associated with messaged profiles to accurately predict individuals likely to switch or open an account
- In Q3 we made the case for full-funnel marketing; in order to improve conversion efficiency. We subsequently launched with video (ctv & olv) and native, alongside display. In Q1 2021 we introduced rich media to the mix

Results

- Exceeded all campaign goals in Q1 2021 driving checking applications at an efficient eCPA of \$127. Our performance put us in position to speak with the upper-funnel arm of the agency
- For the Q3 campaign, we showed an 83% conversion lift with all media running (CTV, Video, Native & Display); with an eCPA of \$123. Across several cohorts, we saw as high as 500%+ lift! Regarding consideration (as measured by Lucid), Video drove +81% lift and Rich Media drove +45%. We continue to be a top performer, driving the highest-value customers across all their channels

\$127
eCPA

83%
LIFT

With all media running
in Q3

Success Story

BANKING SERVICES COMPANY

Goal

- Since Google's initial cookie deprecation announcement, a wave of cookieless ID solutions have swept through the ad tech industry. But not all solutions are created equal. One of the nation's largest FDIC-insured banks, recognized that it would be prudent to test alternative solutions in order to understand programmatic performance in a post-cookie world.

Solution

- The client partnered with Causal to leverage true-cookieless testing via partnerships with platforms that enable transacting in alternate IDs including Unified ID 2.0 (UID 2.0) and RampID. To accurately assess the solution, the test compared the performance of:
 - Causal's current full-context multivariate solution (inc. cookies)
 - Causal's cookieless beta using UID 2.0 and RampID
 - Causal's cookieless contextual algorithm

Results

- Through comparative analysis, our cookieless campaign drove efficient incremental outcomes for the client. The cookieless approach yielded the best performance, though scale was limited due to the lack of broad-based UID adoption. As expected, the contextual algorithm traded off some performance in order to take the most privacy-centric approach of avoiding audience data altogether. Based on the results from this and several other tests, we can safely say cookie-less solutions using alternative identifiers like UID are well-positioned to supersede cookie-based solutions once alt-ID adoptions reach critical mass.
- Cookieless Beta: Drove the most efficient CPA, 14% lower than our standard approach.
- Multivariate: While not the most efficient on a cost-per basis, this placement drove the most conversions (nearly double).

\$14%
CPA

In cookieless beta

2x
CONVERSIONS

With multivariate

Success Story

DRIVING MORTGAGE APPLICATIONS

Goal

- Generate qualified leads (online loan applications, web) and increase brand awareness for the brand's mortgage LOB.
- CPA: Click to launch application button

Solution

- Keep the brand top-of-mind among consumers utilizing display to drive qualified and increase conversion.
- Activate Causal's proprietary cross-device user profiles alongside a custom FLA-compliant modeled equation which considers the relevance of each attribute present within a user profile (both positive and negative).
- Causal identified several top performing attribute clusters, including avid investors, travel buffs and home décor enthusiasts.



Results

- Exceeded campaign goals, delivering a highly-efficient blended CPA of \$31.09.
- Consumers that visited the site after viewing and/or clicking on the mortgage campaign were not isolated to one banking product. Over the roughly 6-month flight, Causal tallied 3,506 total conversions across all four business lines, originating from the Mortgage Campaign.
- Causal's programmatic solution beat Google Search on both conversion volume and CPA for the Mortgage LOB during the final analysis period.

\$31.09
CPA

3.5K
CONVERSIONS

Success Story

PASSWORD MANAGER & SECURITY SOFTWARE

Goal

- Increase awareness of the business product, a password management and security software solution for businesses and enterprises

Solution

- Utilize Causal's proprietary cross-device profiles to identify and message IT decision-makers and business decision-makers
- Evaluate converting user profiles to determine which data attributes are positive predictors for campaign optimization

Results

- Approximately 7.1% of unexposed users reported being aware of the business product, while nearly 8.3% of exposed users reported being aware

16.1%

Lift

Product Awareness

Success Story

ONLINE LEGAL SERVICE PROVIDER

Goal

- Causal was engaged by one of the largest online legal services providers to drive demand for its last will and testament, trademarking and incorporation services

Solution

- Utilize Causal's proprietary cross-device profiles while leveraging highly predictive 3rd party consumer data to develop a model for predicting in-market status for legal services

Results

- By leveraging highly predictive past purchase data, Causal's programmatic solution proved an efficient and scalable vehicle for driving demand across all 3 legal services.
- We were rated as the top performer, yielding the largest true ROI (4.8:1) as measured by VisualIQ.

\$4.8 : \$1
ROAS

Success Stories: —

HEALTH, BEAUTY & NUTRITION

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the health & beauty sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



\$83.50
CPA

7% more efficient than CPA goal for a comprehensive weight loss and diet program.

14x
ROAS

For a health and nutrition product retailer.

\$28
eCPA

50% below campaign benchmark for a US health care services firm.

17.3%
AWARENESS

Lift for a US pharmaceutical drug manufacturer as measured by Nielsen.

Success Story

Regional Healthcare, Scaled Smartly

Goal

- A not-for-profit community health system partnered with Causal to drive high-value traffic across a range of patient services; from annual physicals to seasonal campaigns using data-informed media strategies.
- **The goal:** *generate engagement with new and existing patients across key service lines while optimizing for cost-efficiency and sustained reach throughout the year.*

Solutions

- We deployed a series of custom campaign flights designed to address the client's evolving marketing goals. Each initiative was geo-targeted and audience-informed, with a strong focus on cost-efficient traffic acquisition and sustained patient engagement.
- Campaigns included:
 - *Annual Physicals: Always-on messaging to encourage preventive care and routine health checkups.*
 - *Allergies: Spring-focused outreach highlighting the brands allergy care services.*
 - *Sick Visits: Cold and flu solutions promoted during winter months.*
 - *Bullseye: Strategic promotional support for specific providers, practices, or new openings needing visibility.*
- Creative and media were tailored to align with patient needs by season, region, and service line, ensuring relevance while maximizing CTR and CPC performance.

Results

Cumulative Campaign Performance

All campaigns to date have delivered above-average CTRs (0.19%–0.26%) and maintained competitive CPCs (\$2.10–\$2.91), with particularly strong traction in seasonal Sick Visits and location-specific Bullseye campaigns.

Our client has expressed high satisfaction with Causal's strategy and results, citing consistent quarter-over-quarter improvement and outstanding visibility into performance.

The partnership continues to expand as campaigns scale across additional practices and patient needs.

0.26%

Click-through Rate

\$2.10

Cost Per Click

Success Story

Driving donors to action for a non-profit hospital

Goal

- A non-profit hospital focused on pediatric care partnered with Causal to increase high-quality landing page visits that support fundraising and awareness goals.
- The campaign was designed to maximize donor engagement and drive traffic from qualified prospects; with a strict goal of keeping Cost Per Landing Page Visit (CPLPV) under \$20 while surpassing industry-standard engagement benchmarks.

Solutions

- To achieve efficient reach and meaningful conversions, Causal activated a programmatic Display campaign focused on high-propensity donor segments.
- Targeting focused on adults with a demonstrated interest in philanthropy, including:
 - Adults 25–54 with children under 18
- Affluent adults 35–64 (HHI \$150K+)
- Charitable givers, with a focus on child-centered causes
- Past and lapsed donors with known brand affinity

Causal's multivariate modeling ensured that campaign dollars were prioritized toward those most likely to engage, while real-time optimizations scaled performance and preserved budget efficiency.

Results

This campaign exceeded all primary engagement benchmarks, delivering high-intent traffic under budget, while reinforcing donor relevance through smart targeting.

Cumulative Campaign Performance

- Landing Page Visits: 1K+
- CTR: 0.16% (exceeded 0.12% goal)
- CPLPV: \$19.10 (under \$20 goal)

Main Campaign

- CTR: 0.16%
- CPLPV: \$19.47
- Accounted for 98% of total conversions with excellent cost efficiency.

AV Campaign

- CTR: 0.15%
- Modest conversion volume but effective at driving engagement.

0.16%

Click-Through Rate

Success Story

Regional Healthcare Network; Recruiting Care Teams with Precision

Goal

- Drive measurable candidate traffic and applications; use audience-level creative to increase engagement; and build ongoing mental availability so the hospital network was the obvious choice, when a potential candidate is open to new roles.
- *The Challenge: Recruitment needs were varied by role; each audience required distinct messaging and pathway-to-apply behavior. Passive candidates are notoriously hard to reach; job intent can appear with little warning.*

Solutions

- We deployed four tailored creative sets; one per role, so messaging was role-specific and directly relevant to: nurses, medical assistants, support staff, and general employees.
- Shorter-form OLV (:06/:15) in Year 1 generated attention; in Year 2 we shifted to CTV to expand premium reach while keeping display as the traffic driver.
- Targeting combined occupational, edu, and location signals; active RN licenses, graduates from local medical programs, and current/former employees of nearby health systems, ensuring high relevance.
- Flights were staggered across peak hiring windows and budgets remained fluid across audiences; MVO scored full profiles to prioritize delivery to prospects most likely to engage.

Results

This program validated that role-specific creative plus deliberate channel sequencing delivers measurable results.

- Display across the four audiences delivered an average CTR of 0.13%, exceeding the standard benchmark of 0.08%.
- OLV assets achieved a 90% VCR, demonstrating high completion across both lengths.
- After pivoting to CTV in Year 2, creative attention remained strong while premium reach expanded.

Based on performance and strong creative engagement, we scaled investment and expanded the flying cadence for 2024-25.

90%

OLV VCR

0.13%

Click-Through Rate

Success Story —

DSE BREAST CANCER AWARENESS

Goal

- The objective of this disease-state education campaign was to raise awareness about breast cancer among black women in the United States, focusing on the importance of early detection.
- Our client, a leading American multinational pharmaceutical brand, sought to increase consideration among prospective oncology patients, specifically black women 25-54, a demographic with disproportionately higher cancer rates before age 40.

Solution

- High-impact video placements to drive message retention and viewer engagement.
 - :60-second video ads delivered to Connected TV (CTV) devices.
- We utilized our unique cross-device profiles (280M unique profiles nationwide) to increase awareness and consideration among the target audience.

Audience segmentation included black females aged 25-54, focusing on five key DMAs: New York City, Los Angeles, Houston, Atlanta, and Memphis.

Results

- The campaign has demonstrated exceptional performance to date: 99% Video Completion Rate (VCR) on Connected TV, reflecting strong engagement with the :60-second video creative.
- Early signals indicate that targeted messaging in the selected DMAs is resonating, setting the stage for deeper audience impact and long-term consideration.

99%
VCR

Success Story —

BIOPHARMACEUTICAL CAMPAIGN – UC/CD

Goal

- The objective of this campaign was to raise awareness and drive conversions among patients with Ulcerative Colitis (UC) and Crohn's Disease (CD) as measured by Crossix.
- The client, a leading biopharmaceutical drug manufacturer, sought to engage both prospective and likely-diagnosed patients, guiding them towards brand consideration and encouraging visits to gastroenterologists (GI specialists).

Solution

- The campaign utilized a comprehensive media strategy across multiple formats, enhanced by precise audience segmentation and data-driven insights. Key elements included:
- Target Audience and Data Partners:
 - Focused on both prospective and diagnosed UC/CD patients.
 - Leveraged premium data partnerships with PurpleLabs, Crossix, and IQVIA to ensure accurate targeting and effective campaign measurement.
 - Branch Lab tested as a new ID-Less data provider, ensuring the campaign remained compliant across all 50-states, and none were left dark.

Results

The campaign demonstrated strong performance across key metrics, with noteworthy achievements including:

Diagnosed:

- Diagnosed Rate: 0.91%, placing the campaign in the top quartile of Crossix benchmarks
- Most recent week: 1.05%, showing continued improvement.
- Diagnosed Targeting Multiple: 1.5x (well above average for similar campaigns).

Projected Outcomes:

- Diagnosed Patients: 36,608
- GI Doc Visits: 38,356, with a visitation rate of 0.9%.

Media Metrics:

- CTV: 98% (VCR), demonstrating strong engagement. Display: 0.04% (CTR). OLV: Achieved 78% VCR in the final month, boosted by the introduction of :30-second spots.

1.5x
Targeting Multiple

Success Story —

HCP TARGETED CAMPAIGN – RARE DISEASE

Goal

- The goal of this campaign was to raise awareness among key healthcare providers (HCPs) about a new gene therapy drug designed to treat a rare condition.
- The pharmaceutical client aimed to reach relevant practitioners, particularly those attending a professional medical summit, and drive engagement through targeted display advertising.

Solution

- The campaign employed a strategic mix of Digital Out of Home (DOOH) and Display Advertising to connect with HCPs in a precise and timely manner:
 - DOOH Activation: Ads were placed within a 1-square-mile radius around the venue of a professional medical summit, ensuring the messaging was visible to attendees.
 - Display Advertising: Display ads were used to retarget users identified in the summit area leveraging Quorum.
- Practitioners were also targeted directly via an NPI (National Provider Identifier) list provided by the client, allowing for focused outreach to relevant specialties.

Results

Due to limited flexibility for real-time optimizations, the campaign's primary focus was on CTR (Click-Through Rate) improvement.

A detailed NPI report was generated post-campaign, offering granular insights, including impression timestamps for individual practitioners.

The campaign delivered valuable engagement among targeted HCPs, with the following key outcomes:

Click-Through Rate (CTR): Achieved a CTR of 0.03% for the display campaign despite limited optimization opportunities.

Specialty Engagement Breakdown:

Pediatric Hematology-Oncology specialists generated the most clicks (51.1%) of the total campaign clicks.

Medical Oncology and Pediatrics followed, each contributing 8.8% of the campaign's total clicks.

51.1%
Click-volume
toward pediatric
specialists

Success Story —

CONSUMER CAMPAIGN FOR A NEW COVID-19 VACCINE

Goal

- The objective of this campaign was to raise awareness and encourage consideration of a new Covid-19 vaccine among adults aged 50+; a population particularly vulnerable to severe outcomes from Covid-19.
- Our pharmaceutical client sought to ensure that this at-risk group understood the availability and benefits of the new vaccine, with the ultimate aim of protecting public health and reducing preventable risks.

Solution

- We leveraged digital display for broad exposure and engagement.
- Our audience targeting focused on adults aged 50+, given the heightened health risks associated with Covid-19 for this demographic.
- We used multi-variate optimization to carefully balance reach and frequency, ensuring that the message resonated without overwhelming the audience.
- The campaign ran in two distinct phases to maintain audience attention and deliver critical messaging.

Results

Through a combination of targeted outreach and precise execution, we successfully delivered critical messaging that encouraged action among those most vulnerable to severe Covid-19 outcomes.

Performance Outcomes:

- CTR improved from 0.10% in September to 0.17% in October, demonstrating growing engagement and interest.
- The campaign's careful management of reach and frequency ensured meaningful visibility, averaging 2-3 impressions per user to keep the message top of mind without oversaturation.

0.17%

CTR

Success Story —

INTERNATIONAL PHARMACEUTICAL CAMPAIGN

Goal

- Increase engagement and drive targeted traffic to the client's VMS disease education website, fostering an understanding of Vasomotor Symptoms (VMS) among women aged 40-65+
- Empower women with valuable resources to navigate their health journey while amplifying the brand's presence in the women's health landscape.

Solution

- The campaign aimed to optimize audience reach by harnessing Causal's predictive modeling capabilities for precise privacy-preserving user-level targeting. In tandem, contextual targeting strategies were deployed to engage individuals interested in women's health topics.
- Display banners were employed to enhance visibility and engagement with the campaign's messaging.

Results

- Overall the campaign delivered a strong CTR of 0.10%. Additionally, within the German market, the campaign excelled further, achieving 0.14% CTR, indicating strong resonance and effectiveness within this specific demographic.
- Our client expressed particular satisfaction with our campaign's ability to effectively reach high household income (HHI) demographics without explicit filters, demonstrating our proficiency in reaching and engaging affluent segments while respecting consumer privacy.

0.10%
CTR

0.14%
CTR

Within the German
market

Success Story

GLOBAL PHARMACEUTICAL CAMPAIGN – HCP

Goal

- The primary objective was to drive qualified traffic to the brand's HCP (Healthcare Professional) website across the UK and EU regions. The campaign aimed to facilitate HCP's access to clinical data and updates published by the brand, enhancing engagement and fostering relationships with healthcare professionals.
- CTR goal of 0.10%

Solution

- Implemented cross-device display ads to ensure widespread visibility and reach across devices.
- Causal's predictive modeling capabilities played a crucial role in achieving precise, privacy-preserving targeting of HCPs. We analyzed vast datasets to identify HCPs most likely to be interested in the campaign.



Results

- We provided valuable insights into audience preferences and behavior across different regions, sharing the top positive and negative attributes associated with action.
- The campaign delivered strong results, demonstrating success in engaging the target audience and driving traffic to the HCP website.
- France: Achieved an impressive CTR of 0.18% in October, surpassing the campaign's CTR goal.
- Italy: Achieved a CTR of 0.14% that same month, indicating strong engagement among healthcare professionals in the region.

0.18%
CTR

Within the French market

0.14%
CTR

Within the Italian market

Success Story

CA: ORAL CARE EXPERT

Goal

- Campaign Challenge: Reaching the “right people with the right ad at the right time” is always a key media goal, but how do we find a niche target of Dental Health Care Providers across a VAST digital landscape?
- Our client wanted to find DHCP’s within reach-efficient media, in Canada where data signals are limited.
- Campaign was Awareness & Consideration focused.

Solution

- Multivariate optimization weighs attributes within a user profile to reach the “best” people – the higher the score, the more likely that person is a DCHP. Quality impressions were delivered via cross-device display to those with high profile scores. Additionally, ads were served to DHCPs in attendance at key dental conferences via geo-tracking technology to ensure right place, right time, right ad!

Results

- Viewability – 95.21% (+16% above GBL benchmark of 82%)
- CTR – 0.14%; has consistently improved MOM (+2.5x above previous client benchmark of 0.04%)
- Clicks – ~8K; CPC – \$6.28

95.21%
VIEWABILITY

8K
CLICKS

\$6.28
CPC

0.14%
CTR

Success Story — CANADA'S FIRST RESPIRATORY SYNCYTIAL VIRUS (RSV) VACCINE

Goal

- Raise awareness for a Canada's first Respiratory Syncytial Virus (RSV) Vaccine, through targeted digital marketing efforts.
- Utilize targeted advertising to inform key demographics about the vaccine's importance in combating RSV infections.

Solution

- Implemented a targeted display advertising campaign with a primary focus on maximizing CTR. Leveraged Causal's PIPEDA compliant, modeled approach to identify and effectively message high-value prospects, ensuring precise targeting and engagement.
- Implemented a second layer of targeting to reach in-language French speakers in Quebec, catering to diverse linguistic preferences and enhancing message resonance within the region.



Results

- Our campaign surpassed expectations, achieving a strong 0.15% CTR for the month of December.
- The French-Quebec lines exhibited exceptional performance, delivering an average CTR of 0.17%, highlighting the success of targeted messaging tailored to this demographic segment.
- The 728x90 ad size emerged as the top performer, achieving an impressive CTR of 0.32% on the French lines, and 0.18% for English.

0.32% **0.15%**

CTR

On the French lines

CTR

For the month of
December

Success Story — PHARMACEUTICAL DIAGNOSTICS

Goal

- Drive awareness and maintain high-level, top-of-mind presence while driving high funnel lead-conversions for a syndromic infectious disease company
- The client was looking at various panel sign ups as its main goal

Solution

- Create an omnichannel campaign (Display + Video) focused on the following HCP audiences:
 - LAB: Clinical Pathologist, Clinical Lab Manager, Clinical Lab Director, Clinical Lab Purchasing Manager
 - POC PEDS: Point Of Care Doctors, Office-based Pediatricians
 - UC: Urgent Care Facilities
 - GASTRO: Gastroenterologists
 - Hospital Peds: Hospital-based Pediatrics

Results

- Achieved an eCPA of \$113 on Display, \$135 on Video and \$97 for users served both Display and Video ads – proving the efficacy of channels run in combination
- As the top performer, Causal was awarded multiple incremental budgets
- While not goaled against it, per the client - Causal also drove an “extremely large volume” of site visits

\$97

DISPLAY + VIDEO eCPA

\$113

DISPLAY eCPA

\$135

VIDEO eCPA

Success Story — COMPREHENSIVE LAB TESTING

Goal

- Order Confirmation ()
- CPA
- Web (Quality Lead)

Solution

- To achieve the client's objectives, proposed a comprehensive media strategy including display and native focused on quality and capitalizing on those leads to drive a strong ROAS among top professions within IT, Education, and Healthcare (inc. dentists and dental assistants).
- To maximize efficiency - Proposed a dynamic CPM (dCPM) to operate within a variable cost method (between a set floor and ceiling price) allowing the CPM bid to decrease or increase in real-time based on the optimal value of the impression and marketplace demand/supply.

Results

- Achieved a highly efficient eCPA of \$245 across display and native placements from 3 campaigns; delivering over 2000 individual orders.
- Awarded an incremental upper-funnel video campaign based on the strength of performance.

\$245
eCPA

2000
ORDERS

Success Story — US HEALTHCARE SERVICES FIRM – OPEN ENROLLMENT

Goal

- Drive people to the Client's website during Open Enrollment and efficiently generate request-a-quote and plan enrollment conversions

Solution

- Target or exclude user profiles depending on healthcare plan enrollment data sourced from our trusted 3rd party data partners
- Utilize Causal's predictive modeling based on historical healthcare campaign conversion data to efficiently prospect users to drive plan enrollments

Results

- Achieved an eCPA of \$28, which was nearly 50% below the campaign benchmark

\$28

eCPA

50%

BELOW CAMPAIGN
BENCHMARK

Success Story — REGIONAL COVID-19 VACCINE AWARENESS CAMPAIGN

Goal

- Generate awareness and build confidence in the safety and efficacy of the COVID-19 vaccine among residents

Solution

- Create a predictive model to find profiles most likely to be questioning the safety, or unaware, of the vaccine
- Utilize a mix of Cross-Device Video, Native, and Cross-Device Display to engage users with informational creative and drive them to the site to learn more
- Overlay endemic contextual targeting by serving ads to profiles while they browse COVID-19 related content



Results

- Campaign concluded with a .17% CTR for Native, a .13% CTR for Display, and an 83% VCR and .30% CTR for Video, all above the client's desired benchmarks
- Due to performance, client extended the campaign for an additional month at a budget 10% greater than the previous average monthly spend

83%
VCR

.30%
CTR

For video

.17%
CTR

For native

.13%
CTR

For display

Success Story — SCHOOL VACCINATION CAMPAIGN

Challenge

- The Covid-19 pandemic creates unprecedented challenges and stakes for marketers everywhere. Now, more than ever, it is essential for healthcare institutions to get across the right message, to the right audience, in the right context regarding the vaccine. As the nation's health protection agency, the CDC is committed to saving lives and protecting people from health threats by keeping audiences informed and engaged in a compelling way.

Solution

- The primary focus was to drive vaccine awareness in key groups through display media tactics. Causal utilized proprietary education profiles created from a multitude of office and school product purchases to message qualified audiences. Leveraging the power of the best-in-class display combined with unique and captivating creatives, Causal successfully generated engagement and drove awareness.

Results

- Causal was a strong campaign performer, yielding the following audience CTR's:
 - Daycare workers – 0.28% CTR
 - Teachers – 0.16% CTR
 - School staff – 0.12% CTR
 - School administration – 0.17% CTR

0.28%
CTR

For daycare workers

.16%
CTR

For teachers

.12%
CTR

For school staff

.17%
CTR

For school administration

Success Story — PHARMACEUTICALS MANUFACTURER

Goal

- Increase brand awareness and sales of the client's flagship diabetes treatment drug

Solution

- Leverage Causal's HIPAA compliant, modeled approach to identify and message likely diabetics
- Overlay endemic contextual targeting by serving ads to likely diabetics while browsing the diabetes pages of healthline.com and webmd.com

Results

- Increased awareness of the diabetes drug treatment by 17.3%, as measured by a 3P brand-lift study.
- Drove sales lift of 2.1%, as measured by a matched-market test, comparing sales in geographic markets where users received ads to a control group consisting of similar markets that did not receive ads

17.3%

INCREASED
AWARENESS

2.1%

SALES LIFT

Success Story — CLICK2CART FOR A RESPECTED BEAUTY PRODUCT

Goal

- Drive add to cart transfers for a women's beauty product on retailers' websites (Walmart, Target, Walgreens, & Amazon)
- Achieve an efficient ROAS with engaging Cross-Device Video and Display creatives

Solution

- Leverage click-to-cart functionality which allows customers to transfer a product featured in a digital ad directly into carts in order to drive customers through the purchase funnel and increase online sales
- Create a predictive model to find profiles most likely to be interested in an at-home beauty product

Results

- Drove 9,294 cart transfers throughout the campaign
- Causal drove \$180K in projected earnings for our client with just \$75K in ad spend

9,294

CART TRANSFERS

\$180K

PROJECTED
EARNINGS

Success Story

COMPREHENSIVE WEIGHT LOSS AND DIET PROGRAM

Goal

- Drive new customer acquisitions for pre-paid strategy at a \$90 eCPA
- Grow incremental 2-year plan sign ups for the post-paid strategy, optimizing to an Add to Cart Rate of 0.45%

Solution

- Build a predictive model using current customers as the model seed, while suppressing the current customer audience, to drive new customer acquisition.
- Leverage cross-device display to improve brand perception and increase the likelihood that current customers are retained with a 2-year plan sign up

Results

- Generated an effective CPA that was 7% more efficient than the target, resulting in a \$83.50 eCPA for the campaign
- Exceeded long term sign ups goal achieving a 0.52% Add to Cart Rate

\$83.50

eCPA

0.52%

ADD TO CART RATE

Success Story

HEALTH & NUTRITION PRODUCT RETAILER

Goal

- Increase online orders of the retailer-branded whey protein product, which had experienced declining sales
- Achieve last-touch ROAS of 10x or better

Solution

- Utilize Causal's proprietary fitness lifestyle profiles, created from a multitude of fitness-related product purchases and fitness content consumption, to message qualified audiences
- Create a predictive model to find fitness enthusiasts that are most likely to purchase the client's brand of whey protein after seeing an ad

Results

- By leveraging highly predictive past purchase data, Causal's programmatic solution proved an efficient and scalable vehicle for driving demand for the client's brand of whey protein
- Causal was rated as the top performer, yielding the largest last-touch ROAS at 14.1x

14.1x
ROAS

Success Story — NATIONAL HAIR SALON FRANCHISE

Goal

- With their first-to-market online check-in capabilities and best in category mobile app experience, this salon brand works hard to provide their customers with a comfortable, convenient hair cut experiences
- For their Spring coupon campaign, they wanted to maximize awareness while providing lapsed customers with a reduced price point to bring them back to the brand

Solution

- The campaign enlisted Causal's in-house creative team to build custom HTML5 banners with animation and dynamic URLs to drive users to the coupon page

Results

- Causal's high-impact creative delivered great results. Although the CTR was strong (comparable to display); the conversion rate (measured by landing page visits to the coupon page) was significantly higher resulting in an LPV rate that was less than half the cost of the display portion
- The average Dwell time of users interacting with the campaign was 25 seconds, nearly the same length as a :30s video spot!

25s

**AVERAGE DWELL
TIME**

Success Story — B2B Healthcare

Goal

- The client aimed to increase consideration and engagement by showcasing the value of its offerings to specific B2B healthcare audiences. The campaign sought to drive meaningful engagement with campaign landing pages and content.
- KPI: .02%-.03% SVR

Solution

- We utilized display to boost exposure leveraging its vast cross-device reach across desktop, tablet, and mobile.
- Proprietary Unified Cross-Device Profiles: We targeted an audience of 1.9MM+ Brand Audience profiles, including the following high-priority segments:
 - 670K Hospital + Health System Profiles
 - 246K Digital Health Profiles
 - 69K Professional Service Providers

We leveraged data-driven insights for monthly optimizations to improve engagement outcomes across all target segments.

Results

- **Impressions:** Increased consistently, peaking in September with 5.29M impressions.
- **Site Visits:** Demonstrated a steady rise, starting at 121 visits in July (10 days live) and culminating in 2,472 visits in November.
- **Site Visitation Rate (SVR):** Improved from 0.02% in July to a campaign-high of 0.09% in November, reflecting optimized targeting and audience engagement over time.
- This demonstrates the efficacy of targeting Causal's high-value healthcare audiences through tailored, data-driven strategies.

.09%
SVR

Success Stories: — INSURANCE

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the insurance sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



CPA

GOAL EXCEEDED

Across all 4 conversion types for a diversified global insurer.

\$3.7:\$1

ROI

For a multinational consumer bank & financial services company.

35.3%

HIGHEST INQUIRY

To submission ratio for a diversified global insurer, outperforming partner averages by ~20%.

\$35.61

CPL

Exceeded benchmark for automotive insurer driving the largest volume of quote submissions, making Causal the most scalable partner on the plan.

Success Story

LEADING US INSURANCE PROVIDER

Goal

- Drive incremental topline revenue and new policies generated through the client's direct site using display and video media tactics, while achieving at least 20% incrementality
- Auto CPA: \$10 via display tactics and \$25 via video.
- Homeowners insurance CPA: \$100 via display & video
- Commercial & Small Business: \$500 via display & video

Solution

- The client, one of the largest providers of insurance in America, and Causal partnered on a test campaign in November 2021. The original focus was driving new policies initiated for The client's automobile insurance product. Causal has since become a strategic advertising partner, helping the client drive demand for insurance policies across not only auto insurance, but also homeowners, commercial & small business and motorcycle policies



Results

- Across Q1 2021, Causal was ranked as a top performing media partner. Causal's effective cost per policy initiated was significantly more efficient than the campaign goal for each line of business and media format

Success Story — DIVERSIFIED GLOBAL INSURER

Goal

- Drive branch locator, inquiry, quote submission, and homepage visit actions on the client's site with a cost-effective CPA

Solution

- Target users who previously researched insurance policies with one of Causal's financial-focused publisher partners across mobile and desktop.
- Incorporate 3rd party data integrations with Mastercard Financial Audiences, Equifax, and Oracle BlueKai to gain extensive reach for the in-market auto insurance audience

Results

- Exceeded CPA goals across all 4 conversion types
- Generated the highest inquiry to submission ratio at 35.3%, outperforming partner averages of ~20%

20%

**BETTER PERFORMANCE
THAN PARTNERS**

35.3%

**INQUIRY TO SUBMISSION
RATIO**

Success Story — AUTO INSURANCE PROGRAM

Goal

- Drive auto insurance quote submissions on client site (US & CA)
- Goal: \$40 cost per lead

Solution

- Utilize Causal's proprietary cross-device profiles alongside relevant 3rd party affinity data to reach the target audience
- Ensure lead quality with predictive models based on related data points like automobiles owned, acquisition dates and black book valuations

Results

- Exceeded the goal of \$40 per lead, coming in at an extremely efficient \$35.61 CPL
- Drove the largest volume of quote submissions, making Causal the most scalable plan partner

\$35.61
CPL

\$40
GOAL PER LEAD
EXCEEDED



Success Stories: —

MEDIA & ENTERTAINMENT

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the media & entertainment sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:

82%
VCR

For an internationally renowned entertainment resort complex.

\$7.29
CPA

Per 25K app installs for mobile survival shooter video game.

\$3.69:\$1
ROAS

Across all placements for a Las Vegas global theatrical production.

178%
LIFT

For a box office #1 title opening weekend as measured by a PLACED study.

Success Story — LAS VEGAS CASINO

Goal

- Develop and execute an omnichannel, full-funnel campaign to increase awareness, enhance brand affinity, and drive visitation (both bookings and foot traffic).
- Focus on Las Vegas DMA and nearby drive markets.
- Implement custom strategies targeting NFL fans and sports betting audiences.

Solution

- Developed an omnichannel campaign using display, video, mobile geofencing, audio, and CTV.
- Leveraged Causal's predictive modeling technology to target drive-market and fly-market audiences for a Las Vegas Casino.
- Tracked foot-traffic through Cuebiq and conducted a full-funnel lift study to measure the impact of different touchpoints on awareness and conversion.

Results

- Audio completion rates exceeded 90% (coming in at 93%). CTV came in above 97%.
- Audiences shown both CTV and Display saw a 27% conversion rate lift. Our CPA averaged around \$30.

97%
VCR

Exceeded expectations with a 97% CTV completion rate.

\$30
CPA

Maintained an average CPA of approximately \$30.

Success Story — WORLD RENOWNED ENTERTAINMENT GROUP

Goal

- The client's primary was to implement full-funnel tactics encompassing both prospecting and performance.
- The branding focus was to promote specific shows based on seasonality, considering conference seasons, spring-break, summer, fall, and winter flighting.
- Relation to performance, they aimed to achieve a Return on Advertising Spend (ROAS) ranging between \$0.25 to \$3 across eight different theatrical shows.

Solution

- CTV/OTT: Utilizing Connected TV and Over-The-Top platforms to reach home audiences.
- Video: Engaging viewers with relevant video content across digital channels.
- Audio: Capturing attention through advertising on music streaming platforms and podcasts.
- YTTV: Leveraging YouTube TV's reach and targeting for effective video ads.
- Performance Display: Driving direct sales and conversions through display advertising.
- We developed unique targeting parameters for each theatrical show based on audience demographics and interests. Beatles fans, families, casino guests, local tourists, event-goers, comedy enthusiasts, business professionals, affluent individuals, music aficionados, and travelers with intent for Vegas, Chicago, New York and Hawaii.

Results

- Across eight shows, we achieved significant performance lifts, with some shows delivering lifts as high as 5X the original goal. The average ROAS across all combined, ranged between \$1 to \$2.
- For a particular show in New York, the initial ROAS goal was set at 0.26. However, our current performance exceeded expectations, with a ROAS of 1.93.
- For one long-standing Vegas show, we observed consistent improvement in ROAS YOY. Before our engagement, the client's ROAS across all shows was at 1.52. One year into our campaign, the ROAS increased to 1.86, and by the end of the last year, it reached 2.13, demonstrating sustained growth and effectiveness of our marketing efforts.

5x

PERFORMANCE LIFT

\$1:2

ROAS

When served both video and display vs. display alone

Success Story

INTERNATIONALLY RENOWNED
ENTERTAINMENT COMPLEX

Goal

- Boost quality site traffic, while efficiently driving top line tickets and bookings for resort stays across separate geo specific markets
- Primary KPI: Achieve a CR of .07%+ for display and .05%+ for video
- Secondary KPI: drive a VCR of 80%+

Solution

- Boost quality site traffic, while efficiently driving top line tickets and bookings for resort stays across separate geo specific markets
- Primary KPI: Achieve a CR of .07%+ for display and .05%+ for video
- Secondary KPI: drive a VCR of 80%+

Results

- Exceeded the CR goals, achieving an extremely efficient .37% for display and .06% for video placements
- Drove VCRs across markets at an average of 82%, making Causal one of the most successful partners on the plan

82%

AVERAGE VCR

.37%

DISPLAY CR

.06%

VIDEO CR

Success Story —

CABLE CHANNEL MOVIE RELEASE

Goal

- Generate awareness for the upcoming release and drive interest in the premiere of a television movie

Solution

- Recommended an audience first approach vs. inventory first approach to expand reach and compliment the current marketing program
- Incorporate multicultural targeting to reach AA audiences within premium sites, skewing AA as well
- Combine premium viewable pre-roll video with high-efficiency banner ads to execute a full-funnel campaign

Results

- Causal surpassed the client's goal by driving an efficient CTR of .15% for Video and .06% CTR for Display
- Causal enticed viewers to see the movie by retargeting individuals who had already seen the Video ad with a banner ad as a strategic reminder

.15%
VIDEO CTR

.06%
DISPLAY CTR

Success Story —

BROADCAST NETWORK DOCUMENTARY PREMIERE

Goal

- Drive engagement and view rate
- Build awareness, and convey the high-quality, credible storytelling that the documentary provides

Solution

- Create a custom prospecting model that identifies AA users most likely to be interested in the documentary while leveraging Causal's culturally customized PMP's to increase engagement and awareness by serving media in premium environments & contextually aligned sites/content
- Activate social graphing data with RYPL to reach everyday influencers and create a viral impact

Results

- The premiere was a success and Causal exceeded the client's expectations
- Media served via customized PMP's and behavioral targeting achieved an overall CTR of .17% and overall view rate of 81%

.17%

CTR

81%

VIEW RATE

Success Story

AMERICAN CABLE CHANNEL MOVIE PROGRAM

Goal

- Drive prospects to sign up for an exclusive entertainment program while efficiently increasing awareness of the offering
- KPI's: Cost Per Sign Up (paid subscription), Cost Per Button Click (CPA), and View Rate

Solution

- Utilize our proprietary cross-device profiles to find viewers who frequently stream content on demand in order to target people with a greater likelihood of signing up
- Leverage a custom PMP site list to drive engagement with the content while also retargeting individuals who completed a video ad in order to increase efficiency and sign-ups

Results

- Causal was successful, achieving an efficient Cost Per Sign Up (paid monthly subscription) of \$120 and an effective CPA of just \$57
- Combining our highly targeted approach with premium inventory helped Causal drive an average View Rate of 78% and an average CTR of .14%

\$120**COST PER SIGN UP****.14%****AVERAGE CTR****78%****AVERAGE VIEW
RATE****\$57****CPA**

Success Story —

BOX OFFICE #1 TITLE OPENING WEEKEND

Goal

- Drive awareness and opening-weekend tickets for a wide-release comedy-drama title

Solution

- Create a custom prospecting model that identifies users most likely to be interested in the title, based on celebrity affinity, past transactions, and viewing behavior. Deliver ads to audiences with a high propensity to purchase
- Activate social graphing data with RYPL to reach everyday influencers and create a viral impact



Results

- The title beat all expectations, doubling expected box office revenue and dethroning the incumbent title. Our campaign wrapped up with 80%+ viewability, exceeding benchmarks. Based on a PLACED study, Causal had a higher conversion rate than the average with a lift of 178%

178%
AVERAGE LIFT

Success Story — TV ORIGINAL DRAMA SERIES

Goal

- Drive awareness for the network's newly released original drama series by at least 70%

Solution

- Utilize Causal's proprietary cross-device profiles and leverage 3rd party television viewership data attributes to identify and reach relevant target audiences.
- Deliver engaging video ads to audience segments likely to be interested in the period drama genre

Results

- The campaign achieved an 80% lift in awareness of the television series according to a Vizu brand lift study

80%
LIFT



Success Story —

THIRD-PERSON MULTIPLAYER ONLINE BATTLE ARENA VIDEO GAME

Goal

- Drive console downloads and in-store purchases for the title
- Achieve last-touch ROAS of 3x or better

Solution

- Utilize Causal's proprietary gaming lifestyle profiles, created from a multitude of gaming-related product purchases and gaming content consumption, to message qualified audiences
- Leverage the Gamer Preference Algorithm to identify key performance clusters

Results

- We were able to achieve an above-goal ROAS of 5x and were considered the top-performing partner on the plan

5x
ROAS

Success Story — MOVIE STUDIO — CHILDREN'S MOVIE TITLE

Goal

- Drive title awareness for a new children's film during its opening weekend by delivering pre-roll video with a minimum completion rate of 70%

Solution

- Utilize Causal's proprietary cross-device profiles and leverage 3rd party past purchase and behavioral data correlated to movie-going activities to identify frequent and in-market movie-going audiences
- Deliver pre-roll video aligned with relevant, quality content to the segmented audience

Results

- The campaign achieved an above-benchmark video completion rate of 83.2%

83.2%
VCR

Success Story —

MOBILE SURVIVOR SHOOTER VIDEO GAME

Goal

- Increase title awareness and drive installs of the mobile game for both Android and iOS devices at a \$10 CPI goal

Solution

- Incorporate mobile video creative to boost game awareness
- Utilize Causal's proprietary cross-device profiles to develop a predictive model that identifies users that are the most likely to consider installing a survival shooter gaming app
- Leverage Causal's data integration with Oracle Data Cloud to identify and message high-frequency mobile gamers

Results

- Increased traffic to the App Store page for game by 3.1%
- Drove over 25K app installs at a cost-per-install of \$7.29

3.1%

INCREASED TRAFFIC

\$7.29

COST PER
INSTALL

Success Story

ROLE PLAYING VIDEO GAME

Goal

- Drive prospects to create a free trial account with game download
- Ultimate objective of achieving a CPA of \$10

Solution

- Focused on mobile and web display, utilizing effective creative messaging to run a cross-device campaign
- Generated custom gaming user prospect profiles, using a mix of historical user site activity data and gaming-related product purchases to create qualified audience models for targeting
- Utilized seasonal promotions & game updates strengthen performance

Results

- Causal was able to increase weekly download volume and stayed a consistent performer throughout the duration of the campaign beating the benchmark CPA



Success Story —

ACTION ROLEPLAYING ONLINE GAME

Goal

- Boost video game console downloads amongst qualified gaming prospect audiences
- Achieve an overall eCPA of \$5 for game downloads

Solution

- Targeted qualified in-market prospecting audiences from past online gaming activity, such as past site visitation and purchases.
- Created a custom model to identify users that yielded a higher propensity to convert

Results

- Causal were able to efficiently optimize toward user downloads.
- Surpassed the client goal and achieved an eCPA of \$4.43

\$4.43
eCPA



Success Story — THEATRICAL PRODUCTION — LAS VEGAS

Goal

- Drive tickets for the permanent theatrical production that played nightly in Las Vegas

Solution

- Identify frequent & in-market live-event attendees, theater patrons and visitors to Las Vegas
- Combine pre-roll video with high-efficiency banner ads to execute a full-funnel campaign

Results

- Users who saw both video and display were 27% more likely to purchase than those who saw display alone
- Causal was consistently ranked as the top performer in terms of ROAS, averaging \$3.69: \$1 across all placements

27%

**MORE LIKELY TO
PURCHASE**

When served both video
and display vs. display alone

\$3.69:1

ROAS

Success Stories: — MULTICULTURAL

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the multicultural sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



20K
ORDERS

For UK online food & delivery in-app order campaign.

\$.45-\$1.50
CPLPV

Through Rich Media campaign for international shoe brand.

82%
VIEWABILITY

In CTV/OTT campaign for a luxury international air carrier.

9.2%
ABOVE CTR

Goal for and automotive brand's multicultural campaign.

Success Story — MULTICULTURAL MARKETING FOR A LEADING BEAUTY RETAILER IN CANADA

Goal

- Enhance Clientele Diversity for a Canadian Retailer during Lunar New Year.
- Identify unique users, preferably East Asian, to engage with the brand.

Solution

- Employed Causal's proprietary cross-device profiles to execute behavioral and contextual strategies focused on finding East Asians in Canada who are likely to buy makeup and beauty products. The goal is to attract a more diverse customer base during the Lunar New Year celebration.

Results

- Our campaign surpassed expectations, achieving an outstanding CTR of .09%.
- Through our custom audience reporting, we delivered valuable insights that significantly enriched the client's understanding of their audience. Noteworthy findings included the identification of highest indexing websites, offering key information on where the audience engages most

.15%
CTR

Success Story

UK ONLINE FOOD & DELIVERY IN-APP DELIVERY CAMPAIGN

Goal

- Drive 20K mobile in-app delivery orders at a £10 CPA goal

Solution

- Develop a predictive model to segment a prospecting audience with a high propensity to place an in-app delivery order
- Leverage Causal's data integration with Oracle Data Cloud to identify and message users of food delivery and other food-related apps

Results

- Drove 20K+ mobile in-app orders, while meeting the client's goal of £6.80 CPA, over the course of the campaign
- Delivered huge conversion volume, to the extent that the flight was adjusted accordingly – these results reflect a strong-performing, scalable campaign

£6.80

CPA

20K+

IN-APP ORDERS

Success Story — INTERNATIONAL SHOE BRAND

Goal

- Building on the success of 2021, the brand wanted to continue international momentum with high-impact units delivered within European and APAC countries
- Causal continued on as a top performing partner, adding upper funnel media channels to compliment evergreen ROAS tactics
- Beat 2021 performance benchmarks:
 - CPLPV (Rich Media)

Solution

- Causal built an interactive shoppable unit, that featured animation, multiple product shots and a strong call to action, prompting user engagement
- Rather than target single dimensions of data, Causal employed multi-variate optimization to weigh all attributes within a user's profile, including negative predictors, leading to an engagement, and ultimately purchase

Results

- Brands and marketers are constantly trying to overcome banner blindness. Rich media combats this by being fun, engaging and memorable
- Causal continues to be a top performing partner in terms of ROAS, and achieved a Rich Media CPLPV between \$0.45-\$1.50

\$0.45-1.50

RICH MEDIA CPLPV

Success Story —

LEADING HOTELIER LATAM BOOKINGS

Goal

- Upper Funnel: to specified landing pages
- Lower Funnel: Drive North American travelers to book inbound and domestic LATAM reservations

Solution

- Utilize Causal's proprietary cross-device profiles to predict which user profiles are likely to book travel accommodations at the hotelier's portfolio of LATAM properties
- Drive scale at the lowest possible cost per booking (CPB) by utilizing Causal's proprietary algorithm to efficiently prospect users

Results

- Considered a top performer for eCTR and eCPB compared to all other programmatic partners
- Excelled at both last-touch and multi-touch attribution models to drive incremental booking activity



Success Story — LUXURY INTERNATIONAL AIR CARRIER

Goal

- Drive awareness for air carrier among the target audience in APAC & North America. Achieve a 70% video viewability rate, 60% midpoint view rate, and a 50% video completion rate

Solution

- Utilize Causal's proprietary cross-device profiles to predict which users are likely in-market for long-haul travel
- Combine premium pre-roll placements with CTV/OTT to scale and drive superior performance against all KPI's

Results

- Considered one of the top performers, achieving:
 - 82% Viewability
 - 76% midpoint view rate
 - 71% completion rate

.82%

VIEWABILITY

76%

MIDPOINT VIEW
RATE

71%

COMPLETION RATE

Success Story — FLAG-CARRIER AIRLINE

Goal

- Increase brand awareness, brand perception, and affinity toward the international regional airline; as measured by high video-completion rates & click-through rates
- Back into an efficient cost-per-completed-view, <\$0.03

Solution

- Create a multi-variate predictive model to find travelers most likely to engage with the advertiser, and book airfare after seeing an ad
- Utilize social media, cross-device video and standard display – optimizing to the best performing placements



Results

- By leveraging our proprietary cross-device ID graph and highly predictive data (including past purchases), Causal's programmatic solution proved an efficient and scalable vehicle for driving both views and clicks
- Causal was able to beat all incumbent vendor metrics delivering a CPCV of \$0.02, a VCR of 66%, and a CTR of 0.98% (Carousel Ad)

\$0.02 **66%**
CPCV VCR

0.98%
CTR

Success Story —

AUTO BRAND: MULTICULTURAL AWARENESS

Goal

- Drive upper funnel awareness and positive share growth among multicultural audiences by positioning the OEM's car models as an attractive option for consumers

Solution

- Utilize Causal's proprietary cross-device profiles to predict which users are in-market or near-market for a new automobile and drive them to engage with the OEM
- Efficiently reach AA and HISP audiences with branded messages within environments that align to their lifestyle and interests
- Sustaining communication alongside model-specific creatives

Results

- Exceeded both viewability and video completion benchmarks, hitting 74% and 71% respectively
- Drove a display CTR that was 9.2% above the campaign benchmark

9.2%

CTR

71%

VCR

74%

VIEWABILITY

Success Story

REGIONAL AIRLINE

Goal

- Drive tickets to key destinations from feeder markets at an efficient \$4 CPA
- Hispanic/Latino audience focus

Solution

- Dynamic CPM pricing encourages transparency and allows for the optimization of specific goals
- With dCPM pricing, the rate is allowed to fluctuate on a per impression basis, based on each impression's value to the marketer. Rate averages out to an effective CPM that will not exceed the ceiling agreed upon at the beginning of the campaign

Results

- By leveraging our proprietary cross-device ID graph and highly predictive data (including past purchases), Causal's programmatic solution proved an efficient and scalable solution to drive airline tickets, resulting in a \$3.58 CPA

\$3.58
CPA



Success Stories: — CAMPAIGNS

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the campaign sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



97%
VCR

For OTT video in 2020 presidential election.

16%
LIFT

Reached 16% new voters for the supported candidate in VA Mayoral race.

96%
VCR

For CTV video in 2020 presidential election.

50%
AWARENESS

Reached 50% of vote-by-mail voters in 2021 election.

Success Story

PRIORITIES USA – POLLIE & REED AWARD WINNER

Goal

- Drive mobilization among middle-low turnout, AAPI, Black, Latino, and young voters in Pennsylvania.

Solution

- Implemented a strategic Digital Out-of-Home (DOOH) campaign geo-targeted to zip codes within Pennsylvania that focused on the mobilization communities
- Key venues included outdoor billboards, grocery stores, casual & quick-serve restaurants as well as taxi & rideshare tops, ensuring a widespread and impactful reach across the designated regions

Results

- Delivered 1,125,000 DOOH impressions to key venues across Pennsylvania to contribute to a decisive 6-point victory
- Causal has been recognized as a Regional Pollie Award winner from the American Association of Political Consultants (AAPC) as well as a coveted Reed Award from Campaigns & Elections.

6

POINT VICTORY

In Pennsylvania

1.12MM

DOOH Impressions

To key venues across
Pennsylvania

Success Story

TEXAS FENTANYL AWARENESS – POLLIE AWARD WINNER

Goal

- In 2022, provisional data indicated that more than two thirds (68%) of the reported drug overdose deaths in the United States involved synthetic opioids, principally illicitly manufactured fentanyl.
- Efficiently deliver state government grant money while targeting key audiences utilizing a cross-channel, multi-lingual strategy across 7 Texas DMAs. Amplify messages promoting awareness of the increased risk associated with Fentanyl.

Solution

- To achieve the client's objectives, we proposed a comprehensive media strategy. This involved reaching the 4 target audiences across various channels such as display, video, CTV, and immersive in-game. We applied Causal's geo-targeting capabilities to message the appropriate target audience within the specified market (7 distinct regions targeted).
- Causal activated custom audiences (including demographic, psychographic and behavioral data) to connect the client with users across their devices. To reach in-language users, Causal focused campaign impressions on users with attributes indicating they speak Spanish.

Results

- Our strategic approach utilizing multiple channels, coupled with precise geo-targeting yielded outstanding results for the client, effectively increasing awareness of the ongoing Fentanyl crisis among the target audiences
 - CTV VCR: 3% above industry benchmarks
 - Display CTR: surpassed industry benchmarks, particularly in the state's largest DMAs. Equally strong CTR's within the OLV strategy.
 - MOAT In view Rate: 95% for in-game placements.

3%

CTV VCR

Above industry benchmarks

95%

IN VIEW RATE

For in-game placements

Success Story

TEXAS FENTANYL AWARENESS – POLLIE AWARD WINNER + IN-GAME

Goal

- In 2022, provisional data indicated that more than two thirds (68%) of the reported drug overdose deaths in the United States involved synthetic opioids, principally illicitly manufactured fentanyl.
- Efficiently deliver state government grant money while targeting key audiences utilizing a cross-channel, multi-lingual strategy across 7 Texas DMAs. Amplify messages promoting awareness of the increased risk associated with Fentanyl

Solution

- Advertising within video games offers a unique and highly effective method for reaching broad audiences, all while maintaining an uninterrupted user experience. This makes it an outstanding platform for delivering important messages
- To raise awareness about Fentanyl among key demographics, we used immersive in-game advertisements, carefully designed to connect with audiences in their own environment. Causal activated audience segments and successfully delivered the campaign message within prominent in-game settings.

Results

- The campaign achieved high in-view rates and time-in-view indicating strong attention from the audience. By aligning the brand's mission with carefully curated popular games like Dragon City and Cooking Diary, we surpassed industry benchmarks and generated exceptional results
 - MOAT In view Rate: 95%
 - Time In View: 4.2s
 - Achieved an overall reach of over 300K unique users with in-game placements.

95% 4.2

IN VIEW RATE SECONDS IN VIEW

According to MOAT

Success Story

JOE BIDEN FOR PRESIDENT – POLLIE AWARD WINNER

Goal

- Promote the presidential candidacy of Joseph R. Biden
- Engage prospective voters and increase overall awareness of the candidate

Solution

- The first step in our strategy was to identify our target audience within our own user profile database to deliver the campaign's message
- Rather than target single dimensions of data, Causal then employed multivariate optimization to weigh all attributes within a voter's profile, including negative predictors, giving us greater reach than just targeting voter profiles alone

Results

- The video completion rate for CTV/OTT and standard video ads were 96% and 97% respectively, exceeding benchmarks and performance goals
- Causal has been recognized as a Pollie Award winner from the American Association of Political Consultants (AAPC), the industry's highest honor bestowed upon political consultants at the national and international level

96%

CTV

Video Completion Rate

97%

OTT

Video Completion Rate

Success Story

OHIOANS FOR REPRODUCTIVE RIGHTS – POLLIE AWARD WINNER

Goal

- Rally socially liberal voters to vote YES on the ballot measure this past November to protect reproductive rights across Ohio.

Solution

- Causal implemented a general election campaign focusing on display creatives. This impactful initiative extended across the entire state, strategically focusing on specific demographics.
- The primary audience was Democrats A18 and above, with an additional emphasis on individuals exhibiting left-leaning attributes, including those identifying as socially liberal, feminists, activists, and supporters of pro-choice & abortion rights.

Results

- Causal's robust strategy, contributed to a comprehensive and influential voter outreach by delivering a staggering 33,513,308 impressions, translating to a connection with 2,046,292 unique individuals.
- The issue passed as voters decided to protect abortion access after Roe v. Wade was overturned. Causal had a third party run a brand lift study which showed a positive brand lift across the board:
 - 18% lift in ad recall
 - 10% lift in support consideration
 - 10% lift in intent to vote

18%
LIFT

In ad recall

10%
LIFT

In support consideration

10%
LIFT

In intent to vote

Success Story

ROY WEST FOR MAYOR – REED AWARD WINNER

Goal

- Increase voter awareness of businessman Roy West's 2023 mayoral campaign in Beaumont, Texas.

Solution

- Our cross-device display strategy involved targeting the given voter file as well as the broader city.
- Utilized Causal's proprietary cross-device profiles to generate audience models and identify potential voters.

Results

- The effectiveness of our targeted approach captured the attention and engagement of the intended audience, contributing to the overall success of the mayoral campaign while driving a .17% CTR
- Causal was awarded a coveted Reed Award from Campaigns & Elections, celebrating excellence in political campaigning and grassroots & advocacy.

.17%
CTR

Success Story

VIRGINIA 2021 MAYORAL ELECTIONS

Goal

- Promote the Candidate for Mayor in Virginia
- Increase voter engagement and consideration
- Drive people to register to vote by mail

Solution

- Utilize Causal's reach of 152MM voter profiles to speak with registered voters and independents
- Causal's multivariate approach considers the full voter profile, allowing us greater reach than targeting voter files alone

Results

- We reached nearly 50% of the voters that voted by mail for that election. 48% of voters were new to file, 66% of all votes went to our candidate
- More and more, elections are being won by margins of less than 10%. Causal was able to reach roughly 16% net-new voters for the candidate
- Reed Award Finalist

50%**REACH**

Of the voters who voted by mail for that election

48%**OF VOTERS**

Were new to file

66%**OF VOTERS**

Went to our candidate

16%**OF NET-NEW VOTERS**

Reached

Success Story

AMPLIFYING DISASTER RELIEF AWARENESS AMIDS HURRICANE SEASON

Goal

- Amplify awareness of critical post-disaster resources among Florida residents following Hurricane Ida.

Solution

- Strategically harnessed the power of display, channeling a substantial budget to optimize reach in a limited timeframe.
- Precisely targeted both general market and minority audiences across 6 key Florida districts, ensuring message visibility.

Results

- Achieved an impressive 0.12% click-through rate (CTR), exceeding industry benchmarks for display ads. Successfully delivered the PSA message to thousands of residents, equipping them with essential resources and support during the hurricane season, showcasing the campaign's contribution to disaster relief.

0.12%

CTR

1000s

OF RESIDENTS
REACHED

Success Story

NON-PROFIT ORGANIZATION COMMITTED TO CARBON REDUCTION

Goal

- Drive donations on the client site
- Increase awareness of the need for carbon reduction, as well as the client organization's role carbon-reducing projects

Solution

- Utilize Causal's predictive algorithm to identify environmentally-conscious green project supporters
- Utilize Causal's proprietary cross-device profiles to message past supporters of similar green initiatives

Results

- Drove over \$70K in monthly donations on the client's site, producing an ROAS of over 3:1
- Increased awareness of carbon-reduction projects by 7.4%, as measured by a Brand-Loft Study.

7.4%

Lift in awareness



Success Story

WATER CONSERVATION PROGRAM

Goal

- Keep efficient water consumption top of mind, while reaching users with the client's messaging, driving them to the landing page to learn more.
- Create awareness of the need to save water strengthening awareness, engagement and recall among core audiences: English and Spanish speakers, all within one state-wide area.

Solution

- Causal used custom audience targeting (including demographic, psychographic and behavioral data) to connect the client with audiences across their devices. In order to reach in-language users, Causal focused campaign impressions on users with attributes indicating they speak Spanish.
- Causal drove maximum exposure and increased awareness with cross-device video alongside standard display banners.

Results

- By using Causal's custom audience targeting, we were able to exceed the client's goals by delivering a CTR for video of 0.26%, a CTR for display of 0.13%, with an overall viewability of 96%.
- The client gained new insights into their diversified audiences and how targeting by demographic and psychographic data can help drive awareness and recall for messaging of the client's campaign.

0.26%

CTR

96%

Viewability

Success Story

LEADING NONPROFIT ORGANIZATION

Goal

- The primary goal was to strategically engage and attract high-intent, charitable donor audiences to visit the website.
- By driving click through rates, the campaign aimed to cultivate a deeper connection with potential donors. Ultimately, upper funnel campaign efforts were designed to reinforce long-term support and amplify the client's philanthropic impact.

Solution

- Developed and activated a custom prospecting model designed to identify individuals most likely to contribute to charitable causes. This included data attributes to pinpoint prospects with demonstrated interests in key philanthropic areas (children's welfare, human rights, and healthcare, etc).
- Implemented a cross-device approach, integrating display and native to capture user attention across multiple touchpoints, enticing donor prospects to click on an ad and visit the website.

Results

- Delivered strong engagement metrics, surpassing performance benchmarks.
- Display achieved an impressive 0.16% click-through rate (CTR), exceeding the campaign's goal.
- Meanwhile, native drove a 0.13% CTR.

0.16%

DISPLAY CTR

0.13%

NATIVE CTR

Success Story

Shady Sheehy Out For Himself with MVAR – REED AWARD WINNER

Goal

- To reach the critical demographic of younger voters through a groundbreaking digital campaign in Montana's highly contested U.S. Senate race.

Solution

- Younger voters are spending more time on digital platforms particularly in gaming environments and are often overlooked in traditional outreach strategies.
- Causal deployed in-game video ads to maximize reach and engagement with this demographic.
- The creative content featured impactful messaging that highlighted campaign faults and resonated with the audience on the platforms where they are most active.

Results

- Delivered 8,181,477 in-game impressions (exceeding the booked target of 8,115,000)
 - 6,229,913 Video Completions
 - 76.15% VCR
 - .29% CTR
- Causal was awarded a coveted Reed Award from Campaigns & Elections for Best New or Unusual Tactic in Paid Media, celebrating excellence in political campaigning and grassroots & advocacy.

.29%
CTR

Success Story

Renard Johnson for El Paso Mayor with Murphy Nastica – REED AWARD WINNER

Goal

- To expand reach among key Texas demographics, alongside ethnic voter audiences, through an innovative digital campaign in El Paso's highly contested mayoral race.

Solution

- Utilized Display, Online Video (OLV), YouTube TV, and Connected TV (CTV) to implement targeted strategies across local and Texas-state news sites, first-party voter files, and modeled ethnic voter audiences to pair relevant messaging/issues
- This approach ensured Candidate Johnson's message resonated with necessary and appropriate individuals.

Results

- While political newcomer Renard Johnson won the most votes at 32.5% of the total votes cast on November 5th, he fell short of the required 50% threshold resulting in a December 14th runoff election. With continued digital efforts, Johnson easily defeated Rep. Brian Kennedy 56% to 44%, solidifying him as El Paso's next mayor.
- Over the lifetime of the campaigns, Causal delivered:
 - Over 2,200,000 Total Impressions
 - 70%+ Video Completion Rate (VCR) for OLV
 - 99% VCR for Youtube TV & CTV.
 - Reached over a third of El Paso's 18+ population
- Causal was awarded a coveted Reed Award from Campaigns & Elections for Best Use of Online Targeting for Mayoral Campaign, celebrating excellence in political campaigning and grassroots & advocacy.

99%

YTTV & CTV

Video Completion Rate

1/3

Population Reached

Success Story

Year End Fundraising: Children's Causes

Goal

- The objective of Year End Fundraising Campaign was to drive donations while achieving a Return on Advertising Spend (ROAS) goal of 1.00 or higher.
- The campaign aimed to leverage digital advertising to raise funds efficiently and effectively for the organization's cause.

Solution

- Programmatic Display: Utilized for its efficiency in reaching the target audience with lower CPMs, allowing for broader reach compared to social media platforms.
- We created a predictive model to find relevant audiences, likely to donate.
 - Focused on individuals with a high propensity for charitable donations,
 - particularly towards children-based charities and organizations.
 - Prioritized households with children, understanding their potential emotional connection and interest in supporting children's causes.

Results

- The campaign not only met but exceeded its donation objectives, ultimately benefiting the cause and the community it serves.
 - Achieved a ROAS of 1.43, surpassing the set goal of 1.00+
 - Our programmatic offering outperformed others including Meta (formerly Facebook) in terms of ROAS. Meta trailed behind at 1.25.
 - Strong CTR of .11% on paid lines, and .17% on AV lines.

1.43
ROAS

.11%
CTR

Success Stories: QUICK-SERVICE RESTAURANT

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the quick-service restaurant sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



79%
RECAPTURE

Of customers for QSR chain were customers that had not purchased in 3 months.

\$12.25
CPO

Greatly surpassing \$25 CPO goal for casual family dining restaurant.

\$0.86
CPV

For a local quick service restaurant chain.

14.7%
AWARENESS

Lift in new product awareness for a coffee chain

Success Story

MULTINATIONAL FAST-FOOD BURGER CHAIN

Goal

- The brand approached us with the goal of driving awareness, foot traffic, and trial of a newly released product. As a result, our team crafted a digital advertising campaign that targeted loyal customers as well as low-loyals of competing brands.

Solution

- Our team utilized a mix of display and in-game units to maximize reach and keep frequency low (<4x per user). This allowed us to effectively target our desired audience while ensuring that the campaign did not become intrusive. Our in-game units seamlessly integrate without interrupting gameplay.
- By targeting high-frequency customers and loyal visitors, in tried-and-new places, we were able to engage with those who were most likely to continue purchasing from the brand in the future.

Results

- Thanks to our data-driven approach and careful targeting, our campaign proved to be an overwhelming success. Over the course of the campaign, we were able to drive over 1.5 million visits to chain locations at an extremely efficient \$.08 cost-per-visit. As a result, the brand saw over \$8MM in revenue.
- By carefully identifying and reaching the right audience with a new and emerging format (in-game), we were able to help the brand achieve its objectives and drive significant revenue growth.

1.5MM **\$.08**
VISITS **COST-PER-VISIT**

To chain locations

Success Story

NATIONAL FAST-FOOD CHAIN FOCUS ON LOCAL MARKETS

Goal

- The primary objective of the campaign was to promote the brands mobile order & pay, tracking back to a confirmed visit. Key performance indicators included engagement rate, cost per store visit (tracked by Cuebiq), viewability, & attention score (tracked by Adelaide).

Solution

- We created custom rich media display banners designed to capture attention and drive engagement. These banners promoted the brand app and encouraged store visits.
- We targeted African American audiences in the DC market for the December test campaign. Following the success of this test, the campaign was expanded to include 4 new Hispanic markets in February.

Results

- The campaign achieved significant success, demonstrating improvements in key performance metrics across different markets and audience segments.
- December African American Campaign:
 - Engagement Rate: 0.29%
 - Average Attention Score (AU): 18.85
 - Viewability: 88.28%
 - Cost Per Store Visit: \$0.36
- February Hispanic Campaign:
 - Engagement Rate: 0.63% (an increase of 117% from December)
 - Average Attention Score (AU): 18.42
 - Viewability: 87.3%
 - Cost Per Store Visit: \$0.09-\$0.25 (a reduction of up to 75% from December)

Success Story

MULTINATIONAL COFFEE CHAIN

Goal

- Leverage brand equity of a leading restaurant to increase awareness of new pre-packaged retail product lines.

Solution

- Utilize Causal's optimization engine to determine the appropriate user profiles to message, as well as the best time and context in which to message them, to maximize brand awareness

Results

- Causal drove a 14.7% lift in new product awareness, as measured by a Nielsen Digital Brand Effect study

14.7%
LIFT

In new product awareness

Success Story

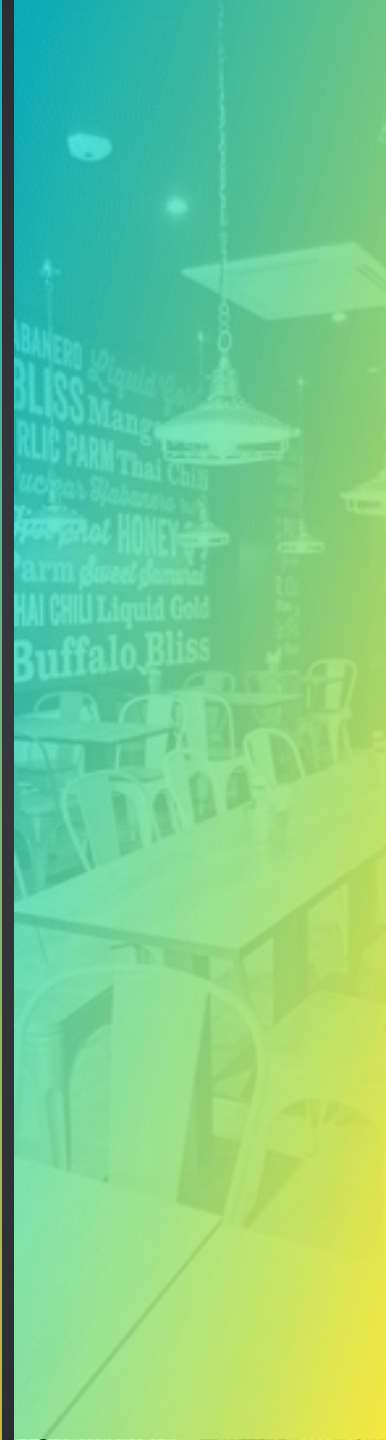
US QSR LOCAL CAMPAIGN

Goal

- Increase brand preference within key target markets and drive increased foot-traffic to 200+ QSR locations, as measured by Cuebiq location attribution

Solution

- Strengthen brand awareness and brand preference with cross-device video optimizing toward viewability
- Leverage historical geolocation patterns to predict QSR location visitation propensities
- Use Causal's custom audience optimization to connect the brand with prospective diners across mobile & desktop



Results

- Drove the most efficient cost per store visit among all partners on the plan, coming in at an average \$0.86 CPV
- Achieved above benchmark viewability of 74%

74%

VIEWABILITY

Achieved above
benchmark viewability

\$0.86

CPV

Driving most efficient cost
per store visit among all
partners on plan

Success Story

CASUAL FAMILY SIT-DOWN CATERING MENU

Goal

- Increase volume of large group and catering orders from the website, for pickup on-location

Solution

- Utilize Causal's proprietary cross-device user profiles to construct a predictive model for identifying in-market consumers
- Leverage b2b data sets for corporate planners and office managers, likely to place an order
- Leverage historical geolocation patterns to predict QSR location visitation affinity

Results

- Drove 90% net new catering orders, which far exceeded the client goal of 70%
- Surpassed the client's \$25 cost per order goal, generating an average CPO of \$12.85

90%

NET NEW ORDERS

\$12.85

CPO

Success Story

NATIONAL PIZZA DELIVERY CHAIN

Goal

- Increase brand awareness and improve perceptions among all audiences
- Align in-game delivery with their current sports focused marketing strategy

Solution

- Leverage immersive in-game ads optimizing toward viewability
- Deliver engaging creative targeted at users with a high propensity for engaging with sports (such as the NFL Playoffs) located within the service area.



Results

- The advertiser saw significant creative visibility across our gaming network, allowing the brand to maximize attention & awareness within a highly focused environment.
 - MOAT In view Rate: 99%
 - Time in view: 4.06s
- Achieved an overall reach of 1.89M uniques, with an average frequency below 2

99%
IN VIEW RATE

4.06s
TIME IN VIEW

Success Stories: ---

RETAIL

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the retail sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



\$5:\$1
ROAS

For an international shoe brand, as measured by DCM.

\$164:\$1
ROAS

For a modern furniture brand based on DCM.

87.7%
LIFT

In purchase intent for an online toy retailer, as measured by Nielsen DBE.

39.46%
LIFT

In the conversion rate when adding RYPL, for a luxury fashion brand.

Success Story

MULTICULTURAL MARKETING FOR A LEADING BEAUTY RETAILER IN CANADA

Goal

- Enhance Clientele Diversity for a Canadian Retailer during Lunar New Year.
- Identify unique users, preferably East Asian, to engage with the brand.

Solution

- Employed Causal's proprietary cross-device profiles to execute behavioral and contextual strategies focused on finding East Asians in Canada who are likely to buy makeup and beauty products. The goal is to attract a more diverse customer base during the Lunar New Year celebration.

Results

- Our campaign surpassed expectations, achieving an outstanding CTR of .09%.
- Through our custom audience reporting, we delivered valuable insights that significantly enriched the client's understanding of their audience. Noteworthy findings included the identification of highest indexing websites, offering key information on where the audience engages most

.09%
CTR

Success Story —

WEARABLE HEALTH MONITOR

Goal

- Increase brand awareness and online purchase of the tech brand's wearable product line
- eCPA Goal: \$50

Solution

- Generated a custom audience model to identify sports & fitness enthusiasts
- Leveraged real-time data to ensure users see personalized creative specific to the wearable product they would be most likely to purchase

Results

- Drove an eCPA of \$34
- Delivered an ROAS of 3:1, making Causal the top performing partner

3:1
ROAS

\$34
eCPA

Success Story

GARAGE DOOR MANUFACTURER

Goal

- Drive retail dealer searches on the “Where to Buy” section of the client site
- Drive foot traffic at partner dealer’s brick and mortar retail locations

Solution

- Utilize Causal’s predictive algorithm to identify key audience clusters, such as prospective movers, recent movers and home improvers
- Leverage high impact mobile rich media ad units in order to drive consumers to the “Where to Buy” section of the client site

Results

- Drove over 250 monthly dealer searches at a cost-per-lead of \$38, well below the \$50 CPL goal
- Increased interest in the company’s products, as indicated by a 12.1% lift in retail foot traffic, measured by PLACED

\$38
CPL

12.1%
LIFT

In retail foot traffic

Success Story — GLOBAL OUTDOOR PERFORMANCE CLOTHING

Goal

- Build awareness and association with a global clothing brand through video views, VCR, Reach & Engagement
- Increase awareness amongst target audience, whilst amplifying O&O publishers.

Solution

- To achieve the client's objectives, we proposed a comprehensive media strategy. This involved reaching the target audience across various devices such as desktop, mobile, and connected TVs/OTT (Over-the-Top). We aligned the brand's mission and ad spending with carefully curated owned and operated sites. This approach allowed us to support minority publishers while also ensuring the brand's message reached relevant audiences.
- Causal targets audiences through analyzing +/- data signals within each profile ensuring accuracy and stability in decisioning. This helped us identify and target the right individuals who would be most receptive to the brand's message.

Results

- The campaign achieved high video completion rates, indicating strong engagement and interest from the audience. By aligning the brand's mission with carefully curated BIPOC O&O publishers and implementing a targeted cross-device strategy, we surpassed industry benchmarks and generated exceptional results.
- Here are the key outcomes:
 - OLV VCR: 78%
 - CTV VCR: 97%

78%
OLV VCR

97%
CTV VCR

Success Story —

GLOBAL FOOTWEAR & ATHLETIC BRAND

Goal

- The objective of this campaign was to align a retail brand with the excitement of the Olympics, specifically focusing on celebrating the US women's basketball team's Olympic win. The client aimed to engage with basketball fans, women's basketball enthusiasts, and Olympics fans and watchers. The key metrics to measure success were video completion rates (VCR), click-through rates (CTR), and impressions delivered to women-owned inventory.

Solution

- To maximize reach and engagement, we executed a cross-format messaging strategy. This involved leveraging CTV, OLV and display ads. This integrated approach ensured comprehensive coverage and increased the likelihood of capturing the target audience's attention.
- Basketball, Women's Basketball, and Olympics Fans: By analyzing viewership patterns and interests, we identified basketball fans, women's basketball enthusiasts, and Olympics fans and watchers. This ensured that our messaging reached individuals with a strong affinity for the desired content and context.

Results

- Produced a VCR of 98% via CTV and 69.5% via OLV.
- Generated just under 1 thousand clicks per day during the 3-day flight
- In support of diversity and inclusivity, we delivered nearly 10% of all impressions to women-owned inventory

98%
CTV VCR

69.5%
OLV VCR

Success Story —

GLOBAL PERFORMANCE APPAREL BRAND – WINTER

Goal

- The objective of this campaign was to increase awareness and consideration of a seasonal campaign for a global clothing brand among winter sport enthusiasts. The client aimed to drive site visits and product views, ultimately increasing engagement and potential conversions.

Solution

- **Prospecting:** By analyzing profile data, we could identify winter sport enthusiasts with a higher propensity for engaging with the seasonal campaign. This approach allowed us to target individuals who were more likely to be interested in the brand's offerings, thereby maximizing campaign effectiveness.
- To optimize engagement and capture the attention of the target audience, we delivered a balanced mix of video and display ads. This allowed us to leverage the storytelling power of video while also maximizing reach through display. By using both formats strategically, we aimed to generate higher brand awareness and consideration.



Results

- The campaign achieved impressive CTRs & VCRs, indicating strong audience engagement and interest.
 - Display CTR: 0.14%
 - OLV VCR: 85%
- The campaign delivered highly efficient cost per landing page views, indicating the successful optimization of ad spend.
 - Display CPLPV: \$0.71
 - OLV CPLPV: \$4.42

0.14%**DISPLAY CTR****85%****OLV VCR****\$0.71****DISPLAY CPLPV****\$4.42****OLV CPLPV**

Success Story —

GLOBAL COFFEE BREWING SYSTEM

Goal

- Drive qualified visits to the brand's ecommerce site to increase awareness and promote D2C s with a CPLPV of <\$3

Solution

- Utilize Causal's multi-variate approach to build a custom prospecting model to identify consumers most likely to purchase directly from the brand
- Drive maximum exposure and qualified site traffic with standard media optimizing toward landing page visits

Results

- We were able to optimize toward both CPS and LPVR goals with room to scale
- Delivered an average CPLPV of \$27, going as low as \$1.50

\$27
CPLPV

\$1.50
LOWEST CPLPV



Success Story

INTERNATIONAL SHOE BRAND

Goal

- In late 2019, the client structured their US campaign to measure the impact on ROAS and CPM pricing when running with multiple partners within the same market
- Causal was added as a test partner to determine performance impact, with a goal of 1:1 ROAS

Solution

- Rather than target single dimensions of data, Causal employed multi-variate optimization to weigh all attributes within a user's profile, including negative predictors, leading to a purchase
- Marketing to everyday influencers was also included, in order to promote virality and improve conversion efficiency

Results

- Causal was the top performing partner, achieving a ROAS of over \$5 to \$100 on attributed orders
- Continuing performance alongside our ability to scale has made us a top partner continuing through 2021

\$5-100
ROAS

Success Story — LUXURY APPAREL RETAIL PROGRAM JOHNNY WAS

Goal

- Johnny Was, a luxury apparel retailer, partnered with Causal (Causal) to quantify the potential performance boost from messaging key purchase audiences, as well as their respective influencer groups, versus messaging those key purchase audience members in isolation

Solution

- Causal employed RYPL, its digital advertising solution, to test performance over a 30-day period by following these steps:
 - 1. Created a test group consisting of high-propensity consumers and relative influencers of high-propensity consumers identified using advanced audience models that consider household, workplace, social data, and more
 - Create a control group consisting of high-propensity consumers
 - Both test and control groups were messaged using identical campaign settings (inventory sources, impression frequency, etc)
 - Calculate conversion rates for each audience and statistically compare the groups



Results

- Consumers in the test group, whose influencers were also shown an ad, significantly outperformed those in the control group
- Test group consumers showed:
 - ROAS of \$226 for every dollar spent
 - 39.46% lift in conversion rate over the control group

\$226

ROAS

39.46%

**LIFT IN CONVERSION
RATE**

Success Story

TOYS AND COLLECTIBLES RETAILER

Goal

- Deepen brand affinity and drive top-of-mind awareness for an online retailer of toys, collectibles, shirts, and gadgets
- Increase consideration of specific licensed collectibles and toys

Solution

- Leverage high impact rich media creative, including a product carousel to drive awareness for both retailer and licensed products
- Utilize Causal's proprietary cross-device profiles to construct a predictive model to identify key prospective consumers

Results

- Causal drove purchase intent up by 877%, as measured by a Nielsen Digital Brand Effect study
- Causal was the top performing partner, ending the campaign at a 0.13% CTR

0.13%

CTR

877%

PURCHASE INTENT
INCREASE



Success Story

LUXURY RETAIL BRAND: HOLIDAY CAMPAIGN

Goal

- A luxury label engaged Causal to create a digital plan that reflected the premium quality of the brand
- The brand wanted to:
 - Drive awareness & intent around the Q4 Holiday s event
 - Drive qualified traffic resulting in a positive ROAS goal

Solution

- Causal created a media plan befitting a luxury brand, as reflected by quality transactional data, premium contextual placements, and impactful creative



Results

- Causal delivered quality site traffic and conversions, as evidenced by a 7% increase in average order value and 34x return on ad spend
- A test-control survey determined Causal drove both awareness and intent around Q4 s events (30-60% Brand Lift)

34x
ROAS

7%

AOV increase

Success Story

LEADING MATTRESS MANUFACTURER

Goal

- Leverage high awareness and positive brand perception in order to increase lower funnel activity with respect to the client's flagship mattress brand

Solution

- Causal developed a custom model to identify and message users with a high likelihood to be in-market for mattresses, including wellness seekers and those exhibiting key life stages
- Leverage search retargeting, keyword and past purchase data to conquest competitive memory foam mattress manufacturers
- Leverage location analytics to target recent visitors of mattress stores negatively targeting recent purchasers

Results

- Causal exceeded the client's goals by delivering a CTR of 07%, which was above the client goal and far exceeded the cost per landing page visit goal
- Drove a retailer locator rate of 0.12%

.07%

CTR

0.12%

RETAILER LOCATOR
RATE

Success Story — MULTINATIONAL SHOE DESIGNER & MANUFACTURER

Goal

- Drive online purchases of footwear on the client's site
- Increase awareness of the brand's full line of original footwear

Solution

- Leverage high impact rich media creative, including a product carousel featuring multiple styles, to drive awareness of the full footwear line
- Utilize retail footwear purchase data to construct a predictive model for identifying key prospective consumers

Results

- Causal increased awareness of the overall footwear line by 61%, as measured by a Nielsen Digital Brand Effect study
- Causal was the top performing partner, achieving a ROAS of \$5.16 : \$100 on attributed online orders

61%
**INCREASED
AWARENESS**

\$5.16:\$100
ROAS

Success Story —

SPORTING GOODS CHAIN — NEW STORE OPENING

Goal

- Increase brand awareness surrounding new retail store openings with native advertising, keeping the brand top of mind amongst sporting goods shoppers

Solution

- Leverage Causal's unified cross-device profiles combined with leading third-party data sources to target an audience of highly relevant consumers
- Execute a cross-device native strategy to reach the right users at the right time and not waste ad spend

Results

- Causal was a top performer, achieving a CTR of 0.7%, more than double the average, becoming one of the brands largest native partners in the process

0.7%

CTR

2x

THE AVERAGE CTR

Success Story

QUALITY PAINT SUPPLIES, STAINS, AND SEALERS

Goal

- Promote seasonal s with performance media optimizing toward on-site actions
- Causal was invited to join a head-to-head test.
 - We were asked to A: beat the stated benchmarks and B: beat the other partners' performance to secure our spot on the media plan

Solution

- Leverage Causal's unified cross-device profiles combined with leading third-party data providers to identify competitive shoppers, home-renovators, and consumers in-market for paint
- Execute a cross-device strategy to maximize reach, driving clicks, landing page visits, and on-site actions

Results

- While many partners were “struggling to meet the benchmarks,” Causal not only met, but exceeded them, ending with a <\$1 cost-per-action
- By mid-flight, Causal was a top performer, securing our spot on the media plan

<\$1

COST PER ACTION

Success Story

MODERN FURNITURE DESTINATION

Goal

- Drive sales by effectively and efficiently converting site visitors
- Acquire new and first-time customers
- Increase Average Order Value (AOV) & repeat purchases w/ current customers
- Deliver ROAS of \$50 :\$1 or better and Viewability of 80% or better

Solution

- Causal onboarded the client's CRM data in order to create a comprehensive model based on past purchaser behavior
- The model identified first-time high propensity consumers by determining over-indexing traits within the past purchase population, including:
 - Interest in other cultures
 - Enjoy entertaining and hosting parties
 - Music enthusiasts

Results

- Causal exceeded the client's goals by delivering:
 - \$4MM+ in attributed revenue
 - ROAS of \$164:\$1 (Average: April-May)
 - Viewability of 81.42%

81.42%

VIEWABILITY

\$164:\$1

AVERAGE ROAS

Success Story — INTERNATIONAL ICONIC TOY BRAND

Goal

- Increase brand awareness in Canada by incorporating innovative targeting approaches to reach parents that are most likely to buy the product.
- Achieve 70% VCR and 0.04% CTR

Solution

- Leveraged Causal's multi-variate optimization focusing on parents in the toy market, those buying competitive brands, and those shopping online/offline where the toy is available.
- Utilize Causal's RYPL to improve performance by targeting influencers such as, other parents, mom friends, grandparents

Results

- Causal surpassed the client's goals by achieving 75.5% VCR, 0.06% CTR for Display and 0.09% CTR for video
- The client gained new insights into incremental audiences and how targeting other family members helps drive purchase intent.

0.09%

VIDEO CTR

75.7%

VCR

0.06%

DISPLAY CTR

Success Story —

TRUCK STORAGE & ORGANIZATION SYSTEM

Goal

- Drive upper funnel awareness among truck owners and individuals in white-collar jobs across specified DMAs, highlighting the benefits of its storage products & accessories

Solution

- Create a custom prospecting model to identify in-market prospects based on movement of truck owners in these areas and reach them with Digital Out Of Home placements
- Retarget users previously exposed to ads utilizing Display units
- Market Pulse Measurement: A market pulse study provides marketers with an understanding of overall brand health in the markets where DOOH campaigns are live

Results

- Delivered 10MM DOOH impressions to large format digital billboards across LA & Dallas
- Based on the results of the Market Pulse study, 1 in 5 consumers in the target market would consider the brand in the future and 1 in 10 consumers are likely to purchase from the brand in the future
- Unsurprisingly, M25-34 were more likely to be aware, consider, and purchase the brands truck-bed accessories; which aligned nicely with the targeting employed

10MM
DOOH IMPRESSIONS

Success Story —

LEADING ONLINE REAL-ESTATE MARKETPLACE

Goal

- A top online real-estate marketplace engaged Causal to increase site visitation to their landing and for- home pages through an awareness campaign using novel formats.

Solution

- We chose audio, as it is currently underinvested relative to consumption, offering a prime opportunity to connect with audiences in an intimate and engaging way.
- Leveraging industry-leading identity graph solutions like Adbrain and Tapad, we tracked view-through conversions, including visits to the landing page and subsequent for- home page views.
- Our targeting strategy activated a wide array of audience signals, such as those in-market for mortgages, individuals with active savings, and Hispanic audiences.
- The campaign also included a focus on RYPL, which expanded our reach to include not only in-market homebuyers but also key influencers in the home-buying process, such as significant others, parents, and friends.

Results

- The campaign successfully delivered 5,289,743 impressions, generating an exceptional 1,498,145 landing page visits and 2,440,056 for- home page views.
- Our optimizations toward high LTRs and audience signals significantly boosted awareness and site engagement, meeting the client's objectives of increased site visitation and driving intent across key touchpoints.

1,498,145
LPV's

2,440,056
For- Page Views

Success Stories: —

TRAVEL

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the travel sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



\$8
CPA

For a top-5 international air carrier.

\$3.39
eCPB

For a leading international hotel chain.

3.5x
ROAS

For a hospitality company with 11 brands and 6k+ properties worldwide.

\$7-\$9
CPB

For a North American hotel brand.

Success Story — EXPERIENCE COLUMBUS

Goal

- Drive hotel and flight bookings through the [Experience Columbus](#) website, as measured by Adara.
- CPA goal: <\$200

Solution

- Causal worked with [Novus Next](#) to build a communications plan that would maintain the frequency of their destination messaging to increase visitation.
- We created a custom program focused on families, singles and LGBTQ communities.
- We then targeted visitors and high-propensity prospects through strategic efforts that engaged with consumers in both local and short-haul markets.



Results

- Airline tickets and hotels booked were measured by Adara. Due to the strength of our algorithms and dedicated service team, Causal achieved an effective CPA of \$24.60.
- Singles proved to be the most cost-effective target group, coming in at \$18.96.

\$24.60
eCPA

\$18.96
eCPA

The most cost-efficient group which was singles

Success Story

HENDERSONVILLE,
NORTH CAROLINA

Goal

- The objective of the campaign was to bring attention to the burgeoning AVA Designated wine region in Henderson County by targeting wine enthusiasts and frequent wine purchasers, and thereby increasing awareness and consideration of Henderson County as a desired destination among wine-lovers.

Solution

- We wanted to show those who lived East of the Mississippi that they have an AVA designated wine region easily accessible to them in their part of the country. Our approach was to strategically target those who have visited a select list of the best-known wine tourism destinations across the US, as well as those who spend frequently on wine purchases, with display and native ads on relevant websites.
- To maintain performance and maximize engagement, we used two different native creatives. By aligning the copy with the audience's wine-related passions and emphasizing the benefits of visiting the wine region, we successfully generated visibility and interest in the region as a desirable wine destination.

Results

- Our strategic approach utilizing display and native, coupled with precise geo-targeting and a strong focus on performance optimization, yielded outstanding results for Visit Hendersonville.
- We found that some of the highest performing DMAs within the target states were inland, rather than coastal. This highlighted the success of targeting these specific regions and reaching previously untapped wine enthusiasts.
- From those exposed to the campaign, we saw 23 estimated room nights with a long average length of stay of 5.8 nights, leading to potential for higher economic impact.
- We also saw over **8K new users** to the Hendersonville website.
- Display CTR = 0.10%, Goal = 0.08%, Native CTR = 0.13%, Goal = 0.10%

0.10%

DISPLAY CTR

0.13%

NATIVE CTR

Success Story

Betting on engagement for a Las Vegas Casino Resort

Goal

- In a hyper-competitive Las Vegas market, casino brands are under constant pressure to drive discovery and attract new guests. To address this, the brand turned to Causal and our innovative Social Boost format to reignite engagement and drive net-new traffic.
- **The primary goal:** attract new users to the brand's website and social content, without relying on retargeting or repeat visitors.

Solution

- To attract new travelers, we deployed Social Boost creatives to amplify branded social content outside of walled gardens.
- Designed to look and feel like organic posts from Instagram and TikTok, Social Boost delivers native-style engagement; while layering in the precision of Causal's proprietary audience targeting.
 - ✓ Social Boost Static: Emulated Insta's still-image social posts to capture attention mid-scroll.
 - ✓ Social Boost Video: Matched the motion and rhythm of platform-native video content from TikTok and Instagram.
- To ensure the focus remained on net-new acquisition, we implemented pixel suppression logic to exclude previous site visitors and prioritize fresh, qualified traffic.

Results

Engagement performance exceeded expectations (especially for new customer acquisition):

- *Social Boost Static:*
 - Engagement Rate: 0.16%
 - Social components accounted for nearly 80% of all ad engagements
- *Social Boost Video*
 - Engagement Rates: 0.15% - 4.21%
 - Social components accounted for 30-50% of all add engagements

By mimicking the look and feel of native social content, while deploying it programmatically - the campaign successfully drove high engagement from previously unreached users, helping the brand stand out in a crowded Vegas landscape.

4.21%
ER%

Success Story

PICTURESQUE CALIFORNIA COUNTY

Goal

- Increase awareness of the west coast county destination amongst the client's target audience while increasing homepage visitation at an efficient cost-per.
- The client aimed to position the county as a premier travel destination and generate interest and consideration among potential visitors.

Solution

- Causal launched a cross-channel strategy to introduce users to the scenic county as a premier travel destination utilizing CTV, pre-roll video, and cross-device display. By leveraging multiple channels, we maximized reach and engagement, ensuring that the target audience encountered the county's captivating visuals and travel offerings across various touchpoints.
- In tandem, Causal paired our proprietary cross-device profiles to increase granular targeting to engage with the most suitable prospects to increase awareness and consideration. Rather than target single dimensions of data, Causal employed multivariate optimization to weigh all attributes within a user's profile, including negative predictors, giving us greater reach and impact

Results

- The campaign produced exceptional results, effectively increasing awareness and consideration of the picturesque California county among the target audience. By leveraging highly predicative past travel data, Causal was a top performer earning a significant incremental buy.
 - Display: \$ 4.52 CPLPV / CTR .08%
 - Video: \$7.59 CPLPV / CTR .19%
 - CTV: \$237.57 / 98% VCR

\$4.52 **.08%**
DISPLAY CPLPV DISPLAY CTR

\$7.59 **.19%**
VIDEO CPLPV VIDEO CTR

\$237.57 **98%**
CTV CPLPV CTV VCR

Success Story

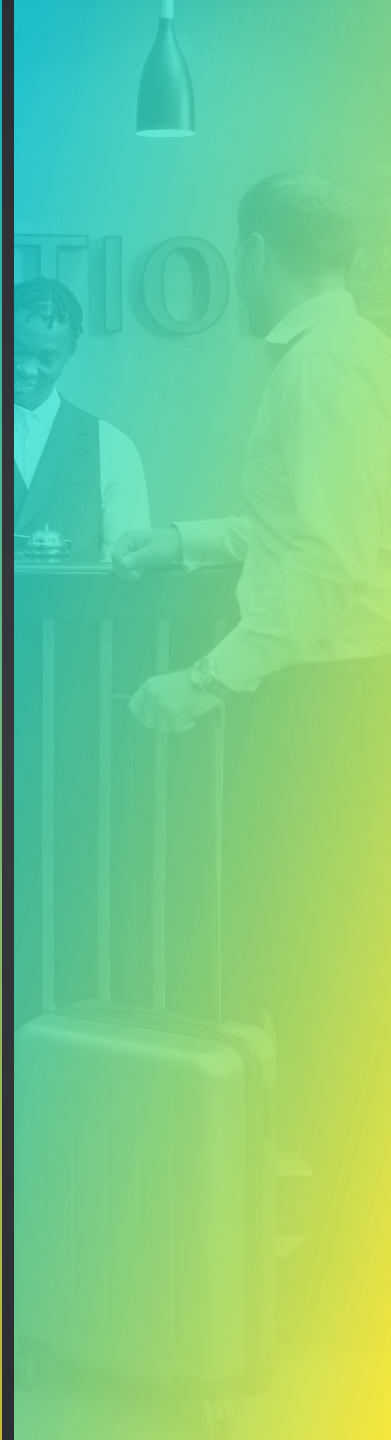
A LEADING INTERNATIONAL HOTEL CHAIN

Goal

- Drive topline revenue and direct bookings to the main website through display media tactics.
- The primary focus is to drive bookings in key destinations, and as well as to support seasonal needs throughout the year. Key 2021 seasonal initiatives include listed destinations, weekends, resorts, holidays, and luxury.

Solution

- Causal algorithmically determines the highest propensity brands and destinations for each consumer.
- The brand and destination intent are then passed in real time to the client, enabling delivery of dynamic, personalized messages for each combination of brand and destination.



Results

- Across 2021, Causal consistently ranked as a top performing media partner.
- Causal's eCPB for their prospecting program was 11% more efficient than the campaign goal of \$3.82.

11%
MORE EFFICIENT

Than campaign goal of
\$3.82

Success Story —

TOP 5 INTERNATIONAL AIR CARRIER

Goal

- Drive new bookings through the air carrier's website for target markets

Solution

- Utilize Causal's proprietary cross-device profiles to predict which users profiles are likely to book travel accommodations through the air carrier's website.
- Drive scale at the lowest possible cost per booking (CPB) by utilizing our proprietary algorithm to efficiently prospect users.

Results

- Considered a top performer for both CPB (~\$8.00) and scale (~100 bookings per day) compared to all other programmatic partners.

\$8.00

CPB

100

**BOOKINGS PER DAY
ON AVERAGE**

Success Story — INTERNATIONAL TRAVEL AND TOURISM COMMISSION COMPANY

Goal

- Increase tourist interest in visiting the target destination, achieve a video completion rate of 70%+, and drive a click-through rate of 0.15% or better.

Solution

- Utilize Causal's proprietary cross-device profiles to execute behavioral and contextual strategies focusing on frequent travelers, and travel-related sites.
- Employ sequential messaging, beginning with video pre-roll, followed by lower-funnel display ads.

Results

- By leveraging highly predictive past purchase data, Causal's exceeded goals with a video completion rate of 74.68% and a click-through rate of 0.22%.
- Additionally, media was delivered at an extremely efficient cost-per-completed-view of \$0.02 and cost-per-click of \$1.81.

74.68% 0.22%

VCR

CTR

\$0.02

CPCV

\$1.81

CPC

Success Story — HOSPITALITY COMPANY WITH 11 BRANDS AND 6K PROPERTIES WORLDWIDE

Goal

- Generate new corporate account sign ups.
- Achieve ROAS of 2x or better on bookings via corporate accounts.

Solution

- Utilize Causal's proprietary cross-device profiles to message organizations likely to be in market for corporate lodging accounts.
- Create a predictive model to find relevant decision makers that are most likely to book a room at a client brand property after seeing an ad.

Results

- By leveraging highly predictive past purchase data, Causal's programmatic solution proved an efficient and scalable vehicle for driving corporate account sign ups.
- Causal was rated as the top performer in terms of bookings generated, yielding the top ROAS on room bookings at 3.5x.

3.5x
ROAS

On room bookings

Success Story

NORTH AMERICAN HOTEL BRAND

Goal

- Drive hotel bookings in Canada and the United States with a \$10 CPA goal.

Solution

- Incorporate consumer travel patterns and location history to target travelers in the US and Canada that meet the following criteria:
 - Lapsed bookers to increase lifetime value.
 - Purchasers of competitive brands to increase market share.



Results

- Causal achieved a \$7 CPA for campaigns run in both Canada and U.S.
- As the hotel brand's lowest CPA partner, Causal continues to deliver strong performance at scale, thereby receiving budget increases of 110% month over month.

\$7

CPA

For campaigns run in both Canada and the U.S.

110%

**MONTH OVER
MONTH BUDGET
INCREASE**

Success Story —

WORLD'S LARGEST HOTEL BRAND – LOYALTY

Goal

- Increase overall awareness of the hotel brand's rewards program, and its promotional offer.

Solution

- Utilize Causal's proprietary cross-device profiles to generate audience models and identify likely competitive rewards program members
- Leverage high-impact creative to educate users about the rewards program and promotional guarantee.



Results

- Achieved 7.8% lift in awareness of the rewards program
- 24.8% lift in awareness of the promotional offer.

7.8%
LIFT IN AWARENESS
Of the rewards program

24.8%
LIFT IN AWARENESS
Of the promotional offer

Success Story —

WORLD'S LEADING HOTELIER

Goal

- Drive North American travelers to book reservations at domestic properties and abroad at or below an \$18 eCPB.

Solution

- Utilize Causal's proprietary cross-device profiles to predict which user profiles are likely to book travel accommodations at the hotelier's portfolio of global properties.
- Drive scale at the lowest possible cost per booking (CPB) by utilizing Causal's proprietary algorithm to efficiently prospect users.

Results

- Excelled at both last-touch and multi-touch attribution models to drive incremental booking activity.
- Considered a top performer for eCPB (~\$13.00) compared to all other programmatic partners.

\$13.00
eCPB

Success Story

FLAG-CARRIER AIRLINE

Goal

- Increase brand awareness, brand perception, and affinity toward the international regional airline; as measured by high video-completion rates & click-through rates.
- Back into an efficient cost-per-completed-view, <\$0.03.

Solution

- Create a multi-variate predictive model to find travelers most likely to engage with the advertiser, and book airfare after seeing an ad.
- Utilize social media, cross-device video and standard display – optimizing to the best performing placements.

Results

- By leveraging our proprietary cross-device ID graph and highly predictive data (including past purchases), Causal's programmatic solution proved an efficient and scalable vehicle for driving both views and clicks.
- Causal was able to beat all incumbent vendor metrics delivering a CPCV of \$0.02, a VCR of 66%, and a CTR of 0.98% (Carousel Ad).

\$0.02

CPCV

66%

VCR

0.98%

CTR

Success Story — LUXURY INTERNATIONAL AIR CARRIER – CTV/OTT

Goal

- Drive awareness for air carrier among the target audience in APAC & North America. Achieve a 70% video viewability rate, 60% midpoint view rate, and a 50% video completion rate.

Solution

- Utilize Causal's proprietary cross-device profiles to predict which users are likely in-market for long-haul travel.
- Combine premium pre-roll placements with CTV/OTT to scale and drive superior performance against all KPI's.

Results

- Considered one of the top performers, achieving:
 - 82% Viewability
 - 76% midpoint view rate
 - 71% completion rate

82%
VIEWABILITY

71%
VCR

76%
MIDPOINT VIEW RATE

Success Story

REGIONAL AIRLINE

Goal

- Drive tickets to key destinations from feeder markets at an efficient \$4 CPA.
- Hispanic/Latino audience focus.

Solution

- Dynamic CPM pricing encourages transparency and allows for the optimization of specific goals.
- With dCPM pricing, the rate is allowed to fluctuate on a per impression basis, based on each impression's value to the marketer. Rate averages out to an effective CPM that will not exceed the ceiling agreed upon at the beginning of the campaign.

Results

- By leveraging our proprietary cross-device ID graph and highly predictive data (including past purchases), Causal's programmatic solution proved an efficient and scalable solution to drive airline tickets, resulting in a \$3.58 CPA.

\$3.58
CPA

Success Story —

A RENOWNED BAHAMAS RESORT

Goal

- Drive prospective travelers to book a stay at our client's Bahamas property.
- Achieve an efficient cost per room booking (CPB) of \$300.

Solution

- Utilize Causal's cross-device travel profiles to identify and message individual's likely to be in market for a vacation to the Bahamas.
- Activate social graphing data with RYPL to reach everyday influencers and create a viral impact.

Results

- Causal far exceeded the initial client goals, achieving a highly efficient cost per room booking (CPRB) of \$21.68, throughout the test period.

\$21.68
CPRB

Success Story — LUXURY BAHAMAS ISLAND RESORT

Goal

- Establish the resort as the go-to travel destination across the Caribbean
- Be in the right moments reaching in-market prospects when researching and planning their vacations to boost consideration
- Drive a strong Visitor to Shopper Ratio rate (14%) and Cost Per Shopper efficiency (\$30)

Solution

- Utilize Causal's proprietary cross-device profiles to predict which users are in-market or near-market for international vacations
- We identified audience profiles with affluent (high income), family first, adventurous personas, and exotic travel intent attributes as the most likely to travel to our client's resort, and then utilized pre-roll video units to drive awareness, engagement and consideration

Results

- Overall, Causal saw 18% VSR, exceeding the 14% goal
- Similarly, Causal achieved a \$17 CPS, achieving a far more efficient cost per shopper rate than then initial benchmark

18%
VSR

\$17
CPS

Success Story

RENTAL CAR BRAND

Goal

- Drive qualified traffic among international travelers (outside the US), resulting in car rental bookings and a positive ROAS goal.
- Meet or exceed \$4 ROAS

Solution

- Causal utilized display to maximize reach, generate interest and drive conversions for the brand. Our multivariate approach sought profiles with attributes identifying them as likely to travel to the US, those with high net worth, and consumers with an interest in gourmet food.



Results

- Causal was the top performing partner on the plan, exceeding the client's goals by delivering a ROAS of over \$6

\$6
ROAS

Success Story

NATIONAL WATER PARK RESORT HOTEL CHAIN

Goal

- Drive new customers to book at any of the hotel locations.
- Primary KPI: Return on Ad Spend (ROAS): \$5.00

Solution

- Causal (Causal) developed a custom model to identify and message users with a high likelihood to be in-market for family-friendly entertainment.
- Leverage location analytics to identify and conquest visitors of competitive amusement parks and entertainment experiences.
- Leverage location analytics and proximity geo-fencing to ensure bookings were distributed across all 16 park locations.

Results

- Causal exceeded the client's goals by delivering a ROAS of \$5.71, exceeding the client goal of \$5.00. The Cost per landing page was also lowered, averaging \$2.17, less than half the client goal of \$5.

\$2.17
CPLP

\$5.71
ROAS

Success Story —

LEADING ZOO & ANIMAL PARK

Goal

- Drive tourists to book tickets online to visit the zoo
- Increase consideration for the membership program.

Solution

- Causal identified attributes of consumers with a higher propensity to purchase tickets for family related travel entertainment.
- Causal utilized location-based analytics to understand and conquest visitors of similar tourist attractions.



Results

- Causal exceeded the client's goals by delivering a eCPA of \$18, surpassing the client goal of \$30 and achieving the best results of any partner on the plan.

\$18
eCPA

Success Story

OUTDOOR TRAVEL EXPEDITION COMPANY

Goal

- Increase awareness among residents and drive locals to book trips with Angling/Hunting outfitters in the province.
- Keep the destination top of mind for international travelers, while preparing for loosening Covid-19 restrictions.
- Primary KPI's: CTR & VCR.

Solution

- Utilize Causal's cross-device profiles to develop a predictive model that identifies local and international users that are the most likely to travel to our client's destination.
- Leverage CTV & OTT alongside Native and Display channels in order to reach users at scale and drive top funnel awareness.

Results

- Causal achieved a 95% VCR for CTV/OTT, exceeding the client's expectations.
- Causal came in at 89% VCR for Cross Device Video while also maintaining a .25% CTR.
- Native and Display achieved very high CTR's of .22% and .14%, respectively.

95%
CTT/OTV VCR

89%
CROSS-DEVICE VCR

.22%
NATIVE CTR

.14%
DISPLAY CTR

Success Story —

BEST-IN-CLASS INTERNATIONAL HOTEL & CASINO GROUP

Goal

- Drive bookings across 6 Las Vegas hotel & casino locations.
- Strong focus on ROAS, with a goal of 15% spend to revenue.

Solution

- Utilize Causal's proprietary predictive modelling technology, which analyzes all syndicated audience attributes associated with converting profiles to accurately predict future bookings.
- We identified local, regional and international users most likely to travel to our client's destination and utilized display to maximize reach and drive bookings.

Results

- Causal drove strong performance month over month – beating goal, delivering <10% spend to revenue.

<10%
SPEND TO REVENUE

Success Story

Premium Cruise Line Offering Luxury and High-End Entertainment

Goal

- The Cruise Line sought to emphasize inclusivity by authentically connecting with Black consumers. The campaign aimed to reinforce the brand's position as the leader in family cruising, with a focus on engaging U.S. families with children aged 3-10 and a household income (HHI) of \$100,000+.
- The primary KPI was Video Completion Rate (VCR), while secondary goals included increasing site visitation and indirectly influencing conversions/bookings.

Solution

- Media Formats: Cross-Device Video (:15s & :30s)
- Targeting AA families with kids aged 3-10, HHI \$100K+, likely visited a Disney theme park in the last five years, first-time cruiser, and high to moderate readiness to sail within the next two years.
- We included carefully curated BIPOC-owned and -operated (O&O) site lists to engage the target audience authentically.
- Excluded app inventory per client request.

Results

The campaign achieved outstanding results against its primary and secondary KPIs

- Video Completion Rate (VCR): The campaign delivered a VCR of 87%, exceeding the industry benchmark of 70%.

Audience insights:

- The \$145,000 - \$204,999 HHI segment drove the most video completions, accounting for 44.6% of the total.
- The \$205,000+ HHI segment performed the best on a VCR index, achieving 1.04.

87%

OLV VCR

Success Story

AN INTERNATIONAL CRUISE LINE

Goal

- The Cruise Line sought to create a multifaceted campaign leveraging their first-party CRM data to drive bookings at scale while maintaining aggressive cost-per-acquisition (CPA) goals.
- The primary KPIs were a CPA of \$210 for prospecting efforts and \$115 for retargeting audiences.

Solution

- Causal was able to help a large cruise brand navigate a tough travel market by focusing on lower funnel initiatives.
 - First-Party Data Activation: Targeted past guests using first-party CRM data to re-engage loyal travelers.
 - Prospecting: Leveraged Causal's proprietary Multi-Variate Optimization (MVO) to reach new, high-intent prospects while suppressing the first-party CRM to avoid overlap.
 - Retargeting:
 - Visitors from 0-7 days post-site interaction for immediate follow-ups.
 - Visitors from 8+ days for extended nurturing and engagement.
 - Previous travelers excluded to refine targeting and prioritize fresh prospects.

Results

The campaign successfully delivered bookings at scale while achieving the CPA goals:

- Effectively utilized segmented retargeting strategies and first-party CRM audiences to maximize conversions and deliver results at scale.
- Achieved a campaign-wide CPA of \$115, surpassing the benchmark for retargeting and significantly outperforming industry averages.

\$115
eCPA

Success Story

NEW DOWNTOWN LAS VEGAS RESORT & CASINO

Goal

- Create and deliver an omnichannel, full-funnel campaign that increases awareness, boosts affinity and increases visitation (bookings and foot-traffic).
- Emphasis on Las Vegas DMA and local drive markets.
- Custom executions to appeal to NFL fans and sport betting audiences.

Solution

- We created an omni-channel campaign (display, video, mobile geofencing, audio, and CTV).
- Utilizing Causal's proprietary predictive modelling technology, we identified drive-market and fly-market audiences for this Las Vegas Casino.
- We tracked foot-traffic via Cuebiq and conducted a full-funnel lift study, to show how different touchpoints impact awareness and conversion.

Results

- Audio completion rates exceeded 90% (coming in at 93%). CTV came in above 97%.
- Audiences shown both CTV and Display saw a 27% conversion rate lift. Our CPA averaged around \$30.

93%

AUDIO COMPLETION RATE

97%

CTV COMPLETION RATE

27%

CONVERSION RATE LIFT

\$30

CPA

Success Story — US MOUNTAIN WEST DESTINATION

Goal

- Strengthen awareness of the state as a summer vacation option
- Engage and educate residents & visitors with the brands messaging to improve the tourism experience
- Drive high value travelers to seek out information and encourage prospects to start planning their trip

Solution

- Utilized Causal's proprietary cross-device profiles to generate audience models and identify high value, in market travelers based on past travel signals & future travel indicators
- Causal created an omni-channel approach, using DOOH, Cross-Device Video and Display to build and maintain awareness, engage users and strengthen understanding of the brands messaging

Results

- Maximized exposure on DOOH airport screens, driving reach for relevant prospects arriving in the destination
- Causal exceeded the CPE benchmark achieving a CPE of \$5.50 for Display
- Achieved a VCR of 90% for Online Video

\$5.50

DISPLAY CPE

For Display

90%

VCR

For OLV

Success Story — US SOUTHERN STATE DESTINATION

Goal

- Sustain and increase awareness of the destination across US markets
- Increase purchase consideration for summer travel in the state
- Drive incremental travel among core audiences

Solution

- Causal focused audience targeting on in-market travelers to the state who indicated a high propensity to plan a visit to the state in the near future
- Used a blend of display, video and audio to drive site traffic, engage users and improve recall for the destination

Results

- Drove strong site traffic, achieving an average of .14% CTR across video and display
- Audio provided additional value, driving an average of .12% CTR

.14%
CTR

Across video and display

.12%
CTR

For audio

Success Story — US MIDWEST STATE DESTINATION

Goal

- Increase and strengthen brand awareness, brand perception, and affinity toward the state; as measured by CPE
- Reach an efficient cost-per-engagement of \$9 or under

Solution

- Utilize Causal's proprietary cross-device profiles to predict which users' profiles are likely to book travel through the client website
- Utilized Standard Display Banners and Rich Media Units – optimizing to the best performing placements to deliver highly engaging messaging

Results

- Causal was considered a top performer for the campaign, far surpassing campaign benchmarks and achieving CPEs of \$3.58 using Standard Display Banners and \$2.57 for Rich Media Units

\$2.57

CPE

For rich media units

\$3.58

CPE

Using standard display
banners

Success Story — US SOUTHERN CITY DESTINATION

Goal

- Promote the Southern city as a premier regional vacation destination to all in market travelers
- Engage consumers with the brands messaging, driving consideration, inquiries, and intent to travel
- Client goal of \$10 CPE or under

Solution

- Created a predictive model to find relevant audiences that had either visited the state previously or had recently searched for travel destinations across the south
- Reached users via Display and Native channels, engaging and educating them on what the state has to offer visitors

Results

- Across 2022, Causal has consistently ranked as a top performing media partner
- Causal achieved CPEs of \$2.20 and \$1.62 for Display and Native respectively

\$1.62

CPEs

For Native

\$2.20

CPE

For Display

Success Story

US WESTERN STATE DESTINATION

Goal

- Foster affinity for the state as a premier summer travel destination
- Boost awareness and recall for the brands proprietary booking platform
- Client benchmark of .3% CTR for Native

Solution

- Utilized Causal's proprietary cross-device profiles to execute behavioral and contextual strategies focusing on frequent travelers, and travel-related sites
- We identified local, regional travelers most likely to travel to our client's destination, and then utilized native units to drive awareness, engagement and consideration

Results

- Causal drove strong performance month over month – achieving an average CTR of .45%

.45%
AVERAGE CTR

Success Stories:

UTILITIES

With proven programmatic expertise, we have consistently delivered exceptional results for clients within the utilities sector. From site visits to leads and actions, our tailored strategies have proven effective across a wide range of advertisers. Causal was a top-performer across the below opportunities:



99%
VCR

For a CTV/OTT campaign promoting water safety.

0.17%
CTR

For a state utility PSA campaign.

\$180
CPA

Plan enrollments for a leading energy provider.

88%
VCR

For a state utility PSA campaign.

Success Story

CELLPHONE PROVIDER – BRANDING CAMPAIGN

Goal

- A top cell phone service provider aimed to increase brand awareness and engagement by reaching high-intent consumers through Cross-Device Display and Cross-Device Video. The campaign focused on efficiency-driven KPIs, optimizing for Cost per Visit (CPV), Cost per Quality Visit (CPQV), and Cost per Submitted Order (CPSO).

Solution

- Causal combined rich user profile data with predictive analytics to build a highly targeted audience of potential service provider customers. This data-driven strategy ensured precise targeting and maximum efficiency, delivering the right message at the right time.
- A DISQO brand lift study was conducted to measure awareness and consideration impact.

Results

Performance Metrics:

- Display CPQV: \$13
- Video CPQV: \$33
- Display CPSO: \$115
- Video CPSO: \$233

Brand Lift Study (DISQO) Highlights:

- +6% lift in unaided awareness – More consumers recalled the brand
- +12% lift in familiarity – A deeper connection and understanding of the service
- +5% lift in purchase intent – Increased likelihood of new customer conversions

The campaign successfully elevated brand awareness, deepened audience familiarity, and drove measurable purchase intent—proving that precision and performance go hand in hand.

79%

CPQV

Display

12%

Lift

Familiarity

Success Story — US TELECOM PROVIDER — PURPOSE CAMPAIGN

Goal

- A major telecom brand sought to increase brand lift through a highly engaging Cross-Device Video and OTT strategy. The campaign aimed to connect emotionally with key audiences, with Video Completion Rate (VCR) as a secondary KPI, ensuring strong message retention and impact.

Solution

- Causal implemented an audience-first approach, targeting the General Market alongside Hispanic Super-Connectors—highly engaged, tech-savvy consumers who influence purchase decisions.
- Cross-Device Video and OTT inventory were leveraged to maximize reach and emotional resonance, reinforcing brand messaging across screens.
- A DISQO brand lift study was conducted to measure the campaign's true impact.

Results

Video Completion Rates (VCR) exceeded expectations:

- General Market VCR: 75%
- Hispanic Market VCR: 79%
- OTT VCR: 95%

Brand lift results proved the campaign's effectiveness:

- 6% lift in Brand Favorability – Stronger emotional connection and positive sentiment
- 9% lift in Brand Consideration – Increased likelihood of consumers choosing the brand

By delivering high-impact video experiences to the right audiences, the campaign drove significant brand engagement and persuasion—proving that powerful storytelling and strategic targeting fuel real results.

79%
OLV VCR

Hispanic Market

9%
LIFT

Brand
Consideration

Success Story — US TELECOM PROVIDER — BRANDING CAMPAIGN

Goal

- A major U.S. telecom brand sought to increase awareness of its new campaign message, and drive brand consideration among key decision-makers.
- The goal was to engage high-value business and technology audiences while ensuring maximum efficiency and measurable impact.

Solution

- We leveraged Multivariate Optimization (MVO) alongside the client's Account-Based Marketing (ABM) audiences to predict which user profiles were most likely to resonate with the brand's value proposition and engage with the campaign.
 - Targeted business and technology decision-makers at companies with 20+ employees, including a curated ABM target list and current customers.
 - Deployed a cross-channel approach, using Native, OLV, and CTV to maximize exposure and engagement.

Results

Performance exceeded expectations: Native (ABM Audiences) drove a **CPSV of \$11.03**, far surpassing the \$30 goal.

Brand Lift Study (DISQO) Highlights:

MVO OLV delivered:

- 7.4% lift in unaided awareness
- 9.3% lift in familiarity
- 6.7% lift in purchase intent
- 8.8% lift in brand favorability

ABM Achieved:

- 4.6% lift in unaided awareness
- 9.1% lift in familiarity
- 11.4% lift in purchase intent
- 7.9% lift in brand favorability

MVO CTV delivered even stronger results:

- 14.1% lift in unaided awareness
- 20.9% lift in purchase intent

ABM List achieved:

- 3.8% lift in unaided awareness
- 7.2% lift in purchase intent

By aligning data-driven targeting with high-impact formats, the campaign exceeded performance benchmarks solidifying the brand's position in the minds of key business decision-makers.

20.9%

LIFT

CTV Purchase Intent

14.1%

LIFT

CTV Unaided Awareness

Success Story —

SAFETY PSA CAMPAIGN FOR STATE UTILITY COMPANY

Goal

- The primary objective of the campaign was to raise awareness and enhance homeowner safety by preventing accidental damage to underground power lines, thereby reducing the risk of injuries and service interruptions.

Solution

- To achieve the campaign's objectives, we employed a multi-channel strategy. Display for broad reach and repeated exposure to the safety messaging. Video to engage users with compelling visual content, emphasizing the importance of calling 811 before digging. Due to the public safety nature of the campaign, we committed a percentage of impressions as Added Value, enhancing the overall reach without additional cost to the client.
- We focused on homeowners and DIY enthusiasts who are more likely to engage in home improvement projects.

Results

- The campaign successfully raised awareness and drove homeowner engagement with the safety message.
 - Click-Through Rate (CTR): Achieved a CTR of 0.17%, indicating a solid level of engagement with the display ads.
 - Video Completion Rate (VCR): Reached an impressive 88% VCR, demonstrating that a majority of viewers watched the entire safety message.



0.17%

CTR

88%

VCR

Success Story

LEADING ENERGY PROVIDER

Goal

- Drive the desired target audience to the website and efficiently generate energy plan enrollment conversions

Solution

- Target new movers and home security-conscious audiences with a focus on home security and energy plan offers
- Generate predictive models based on historical energy campaign conversion data

Results

- Achieved an eCPA of \$180, 10% below the client's campaign benchmark

\$180
eCPA

10%
BELOW BENCHMARK

Success Story — ELECTRICITY & WATER UTILITY PROVIDER

Goal

- Create trusted relationships with customers
- Drive positive business outcomes in alignment with corporate growth strategies
- Drive Awareness, Impressions, CTR, & VCR across multiple campaigns

Solution

- Create a programmatic strategy to balance branded video spots with performance banners highlighting rebates and energy efficiency programs
- Continuously gather data during each respective campaign so as to implement effective optimizations and drive consistent performance improvements
- Ingest 1st Party Data, find top performing sites for engaged audiences, and balance delivery among top performing devices and creative sizes

Results

- Achieved a VCR of 98%-99% for a CTV/OTT campaign promoting water safety
- Achieved a 0.13% CTR for a Brand Awareness campaign & Home Efficiency campaign focused on Spanish speaking audiences
- Achieved 79% VCR for video campaign promoting Home Efficiency

98-99%
CTV/OTT VCR

79% \$0.13%
VIDEO VCR CTR

Success Story

AFFORDABLE, PREMIUM WIRELESS

Goal

- Drive new customer acquisition for the pre-paid strategy at a Cost per Checkout of \$250
- Drive 2-year plan sign-ups for the post-paid strategy, optimizing to an Add to Cart Rate of 0.85%

Solution

- Build a predictive model using current customers as the model seed, while suppressing the current customer audience, to drive new customer acquisition.
- Leverage cross-device video, connected TV and display to improve brand perception and increase the likelihood that current customers are retained with a 2-year plan sign up

Results

- Generated an effective Cost per Checkout that was 73.4% more efficient than the target.
- Exceeded target Add to Cart Rate by 27%

\$66.50

eCPA

27%

Add-to-Cart

Success Story — WIRELESS TELECOM PROVIDER

Goal

- Increase market share for the advertiser
- CPA Goal: \$350

Solution

- Utilize Causal's proprietary cross-device profiles to predict which user profiles are likely to become new customers
- Drive scale at the lowest possible cost per sign-up (CPA) by utilizing Causal's proprietary algorithm to efficiently prospect users
- Leverage LiveRamp data to get existing users to add a line or upgrade their current phone plan

Results

- Drove new customers well-below the \$350 CPA goal, achieving a \$255 CPA

\$255
CPA

Success Story —

SENIOR CARE – ASSISTED LIVING

Goal

- Drive the desired target audience and key decision makers to the website and efficiently generate leads for the assisted living facility

Solution

- Drive site visits and form fills with native and standard placements
- Reach households with a senior present
- Utilize Causal's data insights to generate predictive models based on historical leads + targeting to reach everyday influencers
- Remarket to previously engaged consumers, driving them back to the site to take action

Results

- Not only do we have the lowest CPA, but we ramped to goal faster than any other partner
- CPA ranged 23% - 42% lower than the other partners on the plan.

23%–42%

LOWER CPA THAN COMPETITORS



Success Story — CTV Success for a PI Firm

Goal

- A prominent personal injury law firm sought to expand its reach and drive measurable outcomes within key Texas markets, including Austin, Corpus Christi, Dallas, Houston, and San Antonio.
- The campaign's goals were to generate clicks, calls, and cases, with a primary focus on achieving high View Completion Rates (VCR) through premium CTV placements.

Solution

- Premium CTV Strategy: Focused on premium live sports placements to engage an active, attentive audience.
 - Group 1: Live Olympic Games + shoulder content.
 - Group 2: NFL Live Games exclusively.
 - Group 3: A mix of NBA, NFL, and MLB live sports + shoulder content.
- By aligning with high-stakes sports moments, ads captured heightened viewer attention, driving strong VCR performance and boosting brand visibility.
- Supplemental Display: We introduced a small AV test to demonstrate its effectiveness. Display ads complemented CTV by reinforcing the brand across multiple touchpoints, creating a “priming effect” that supported decision-making, leading to incremental.

Results

Data-driven insights anchoring our strategic decision-making:

- We provided a quarterly business review (QBR) with a competitive analysis of digital advertising within the legal sector.
- Our client was able to see clear evidence of media effectiveness, leading to a strategic shift from linear TV to programmatic channels, aligning with their growth goals.

Campaign Effectiveness:

- Delivered 97%-99% VCR across premium CTV placements, demonstrating outstanding attention metrics. The modest investment in display ads proved their value as a cost-efficient driver of incremental clicks, calls, & cases, building confidence in the channel.
- Secured a sizable investment in advanced audience testing, ensuring future campaigns can be optimized for even greater effectiveness.

99%
VCR