

AttentionStream Case Study



OBJECTIVE

An automaker was looking for an innovative way to advertise their new model after a dramatic agency switch. They wanted to shift their strategy and targeting to address the high-end, luxury consumer on social media, hoping to make a powerful and lasting brand impression with their repositioned brand. The automaker also wanted more control over their ad placement and content association than is available with traditional digital.



THE SOLUTION

Meredith proposed their Real Time Social advertising program, which is powered by SocialFlow's AttentionStream. AttentionStream enables advertisers to sponsor Meredith's best editorial content, just as it starts to trend, while targeting the widest variety of audiences available on social. AttentionStream consists of in-feed brand presentation that drives significant awareness and an immersive multi-ad experience on the publisher's content page.



THE DETAILS

Over the course of month-long campaign, the SocialFlow technology identified Meredith's top performing social content in real-time. Posts within key content categories determined to be most appealing to the automaker's target audiences were selected for sponsorship.

The automaker brand messaging and image were incorporated as an overlay on the selected posts' in-feed images. A paid post media buy was placed on Facebook against the automaker's target audience. The sponsored posts, containing high-performing, high-value Meredith editorial content were then delivered as sponsored posts. Facebook users clicked through to read the complete editorial articles on the Meredith story landing pages, which featured a multi-ad experience for the automaker.

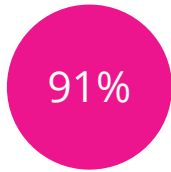
"WE REALLY HAVE UNLIMITED AND UNLIMITED INCREMENTAL INVENTORY BECAUSE THE AUDIENCE WE'RE SELLING IS FACEBOOK'S AUDIENCE, IT'S TWITTER'S HUNDREDS OF MILLIONS, IT'S INSTAGRAM'S, IT'S PINTEREST'S AUDIENCE...WE'RE NOT SELLING THE INVENTORY ON OUR OWN SITES."

-BEN KAPLAN, EXECUTIVE DIRECTOR OF PRODUCT AND OPERATIONS

THE RESULTS

During this campaign, the automaker achieved:

ENGAGEMENT



91% higher engagement across Facebook when compared to previous co-branded content campaigns

CLICK-THROUGH RATE



5.2x increased click-through rate (CTR) from social media sponsored ads to the brand's website

PUBLISHER PAGE IMPRESSIONS



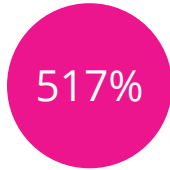
1 out of 10 impressions was a click from the content to the website

TOP PERFORMERS



Trending content pieces promoted on Facebook from over four weeks.

CLICKS TO CONTENT



Higher CTR for top posts vs. non AttentionStream social campaigns. 270% higher across entire campaign.

**Data compared to all Meredith campaign data*

BENEFITS FOR THE BRAND

- Target key audiences on social and mobile, where they spend their time, with the content they want to read most.
- Increase brand affinity and awareness by associating the brand with trending, top-performing and high-quality editorial posts.
- Increased awareness and engagement beyond traditional advertising.

BENEFITS FOR THE PUBLISHER

- Monetize your highest value content across social instead of giving it away.
- Expand your property's audience by using your advertiser's dollars to promote your best content to drive traffic from social to your pages.
- Command premium CPM's for your premium content delivered to a virtually limitless audience.

"THE IDEA OF ASSOCIATING WITH RESONATING AND TOP PERFORMING CONTENT HAS ALWAYS BEEN SEXY TO ADVERTISERS...WITH REAL TIME, POWERED BY SOCIALFLOW, BRANDS CAN BE ASSOCIATED WITH HIGH-PERFORMING CONTENT AND I CAN PICK AND CHOOSE WHAT CONTENT I WANT TO BE ALIGNED WITH."

—BEN KAPLAN

QUICK FACTS ABOUT MEREDITH DIGITAL PROPERTIES:

165 Million

monthly digital visitors and 135 million monthly unique visitors across all properties.

200 Million

member audience across all social media channels (Facebook, Twitter, Instagram, Pinterest, Google+ and YouTube).

10 Billion

annual video views.