



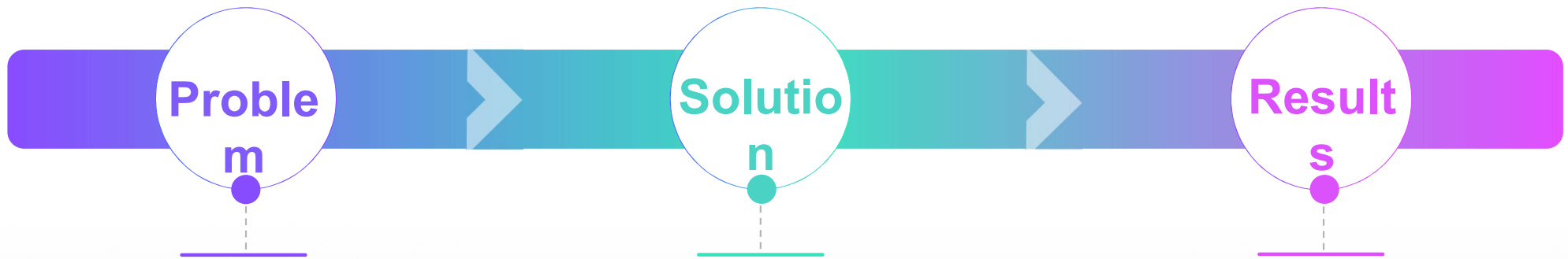
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# Case Studies



## Case Study: Agency Platform

Agency productizes Yobi for AI-powered audience modeling, buying, & optimization.



**Problem**

m

Agency needed a more performant and efficient audience solution for its clients. Traditional 3<sup>rd</sup> party segments were getting the job done, but their teams spent too much time manually building and optimizing in and out of static audiences while compounding segment costs cut into working media.

**Solution**

n

Agency partnered with Yobi to fine tune a predictive model to their customer KPIs by leveraging historical log-level data feeds from their DSP (The Trade Desk), as well as customer 1PD when available.

Once in-flight, Yobi's user-level optimization model enabled Agency to dynamically target consumers instead of audiences, mitigating waste and maximizing media performance.

**Result**

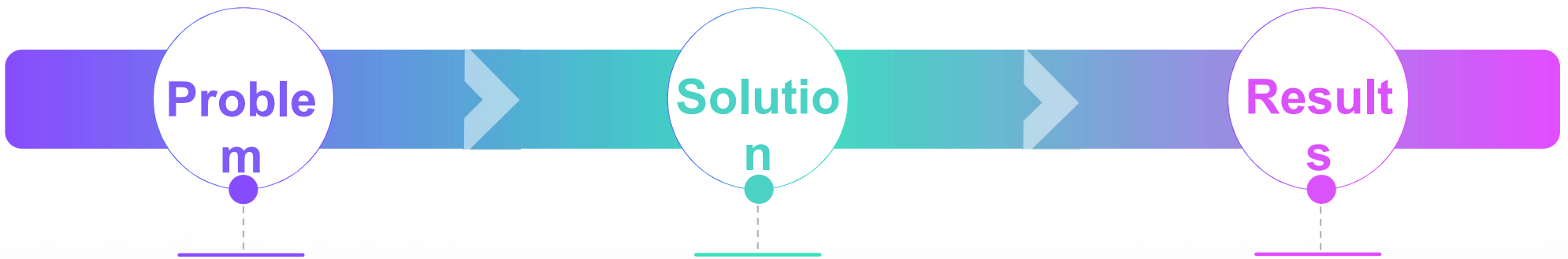
s

**31%** Higher ROAS  
**89%** Avg. increased site traffic  
**28%** Lower CPC's



# Case Study: CPG – Hot Dog

Leading hot dog brand increases iROAS and working media efficiency



**Problem**

m

A major hot dog brand needed to increase ROAS and optimize media efficiency to combat rising manufacturing costs.

Performance across a mix of retail media and traditional purchase-based audiences had plateaued and costs were holding back ROAS.

**Solution**

n

Leveraging behavioral insight into purchase behavior, Yوبي generated an audience of consumers based on the predicted likelihood that they would purchase.

Once in-flight, Yوبي optimized the audience based on real-time exposure data and offline behavior observed across Yوبي’s dataset to dynamically optimize the targeting pool.

**Result**

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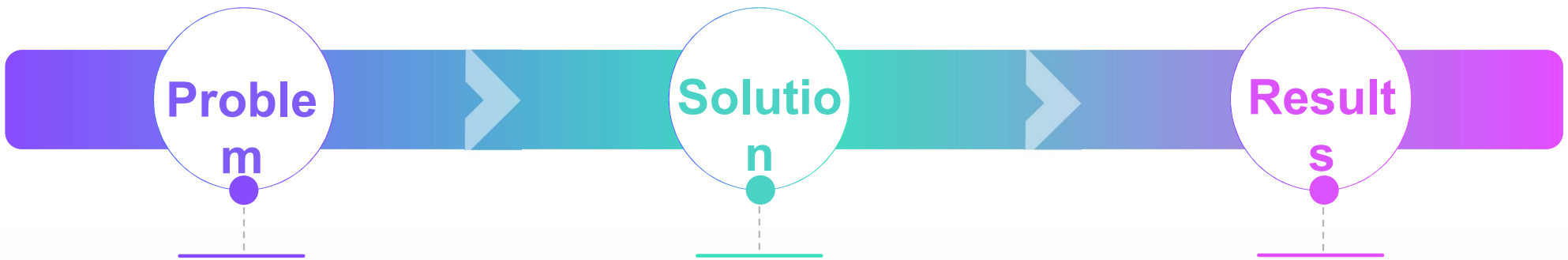
**30X** iROAS Lift  
**83%** Increased Media Efficiency

\*as measured by IRI/Circana



# Case Study: CPG – Sports Drink

Sports drink brand increases basket size and purchase occasion



**Problem**

m

A leading hydration beverage company needed to increase basket size and purchase occasion at Walmart and Kroger for select high-penetration and opportunity markets.

They had a strong foundation of who their ideal customer was but lacked understanding of who their next best customer.

**Solution**

n

To mitigate a cold start, Yobi analyzed over \$2T in transactions to generate an audience of consumers likely to buy the product at the priority retailers.

Yobi's predictive modeling identified who will and won't change behavior, specifically after seeing an ad, to continuously updated targeting based on likelihood over time to convert.

Creative-level audience optimization aligned the right audience with the ad most likely to

**Result**

s

**14%** Increased basket size

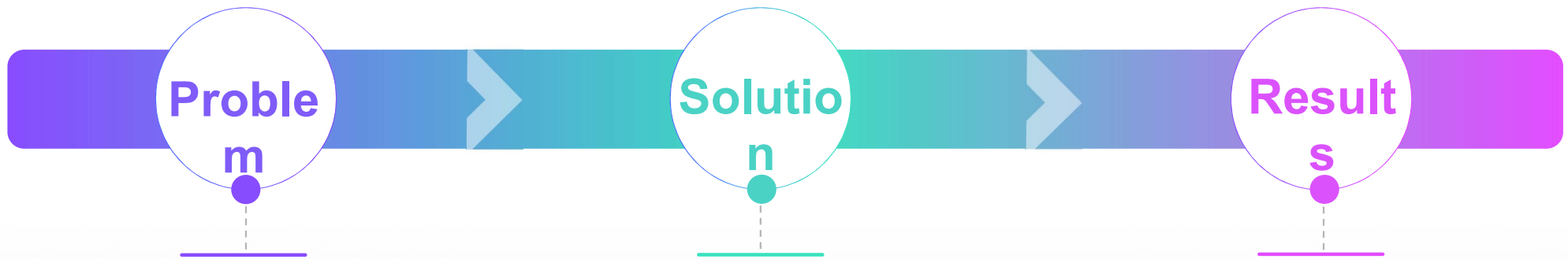
**2.1%** Purchase occasion lift

\*as measured by ABC Insights



# Case Study: QSR – Foot Traffic

## Regional fast casual chain increases foot traffic



**Problem**

m

A regional fast casual dining chain looked to build foot traffic while minimizing wasted investment on underperforming audiences.

Automation was key as they looked to optimize operational workloads on day-to-day campaign performance.

**Solution**

n

Tapping into rich mobility and transaction behavior, Yobi identified consumers that would likely dine-in or pickup.

As the campaign ran, Yobi refined the audience to tune targeting to consumers likely to dine-in or pickup after being served an ad, driving down costs per acquisition and increasing visitation rate.

**Result**

s

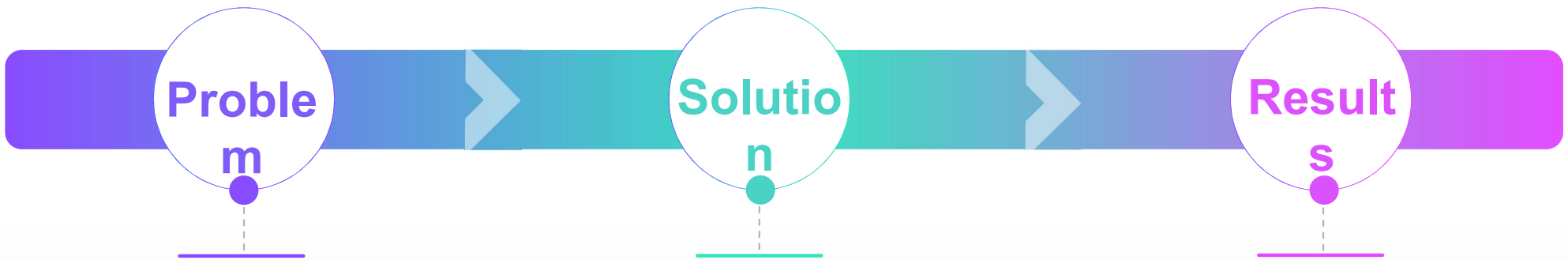
**3.5x** Higher Visitation Rate

**2x** Lower Cost per Visit



# Case Study: Travel & Tourism – Affiliates

## Regional CVB increases reach



**Problem**

m

The CVB faced intense competition from neighboring cities on the West Coast and had budget limitations.

Broadening its audience and attracting tourists to the region area while driving visitation to top hotels and attractions were vital to growth.

They also faced ad fatigue and geo-targeted scale that had been mainly focused on the surrounding areas.

**Solution**

n

Yobi's modeling uncovered audiences beyond the clients pre-defined target markets with a high propensity to visit somewhere new.

By optimizing audience selection and targeting by exposure channel, Yobi was able lower their acquisition costs and drive affiliate hotel site traffic.

**Result**

s

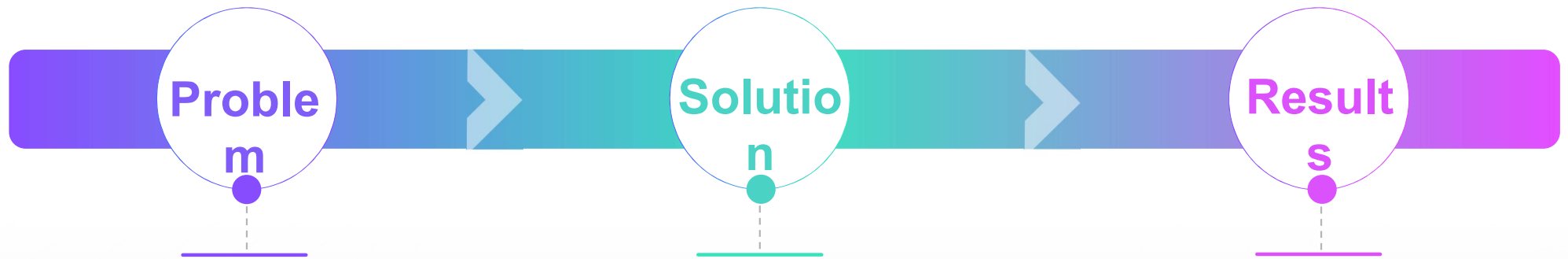
**70%** Lower eCPA

**15x** Lift in affiliate site traffic



# Case Study: Travel & Tourism – Hotel Bookings

## Resort & Casino increases bookings



### Problem

m

A regional resort and casino was looking to increase net new bookings but struggled to stand out and reach new audiences with most of their investment tied up in Meta and Google.

### Solution

n

Yobi leveraged existing 1P client site data to understand and historical log-level data to contextualize who the client's optimal audience is.

Activating the audience in the clients DSP and closing the loop with log-level enabled Yobi to continuously refine audience targeting to reach their next best customers.

### Result

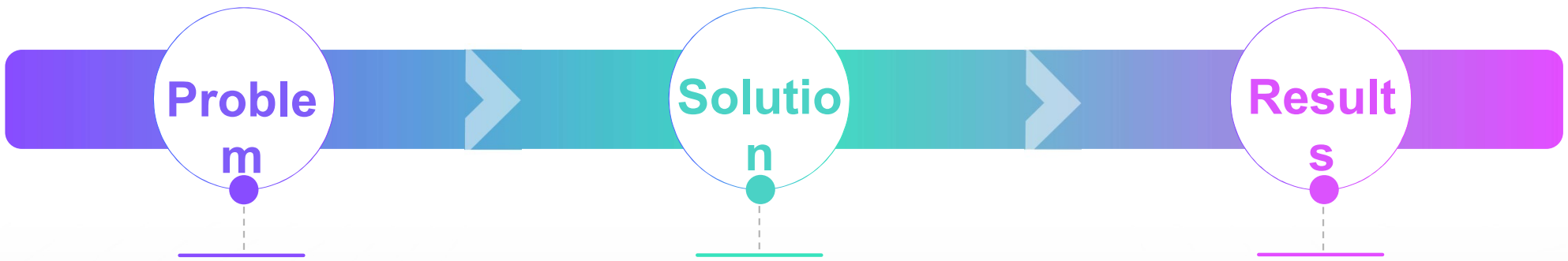
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**20%** Lift in bookings

**30%** Reduction in media costs compared to search and social

# Case Study: Media & Entertainment – Tune-in

## Major tv network increases tune-in of major series



**Problem**

m

As viewers shifting viewing behavior from traditional appoint-based to streaming on-demand, a major network needed a more effective way to identify stay top-of-mind as new programming and events came out.

**Solution**

n

Yobi leveraged it's understanding of TV viewing behavior to uncover viewers likely to tune-in.  
  
By leveraging viewing behavior to contextual the ideal audience, it was able to expand reach to new households.

**Result**

s

**500%**

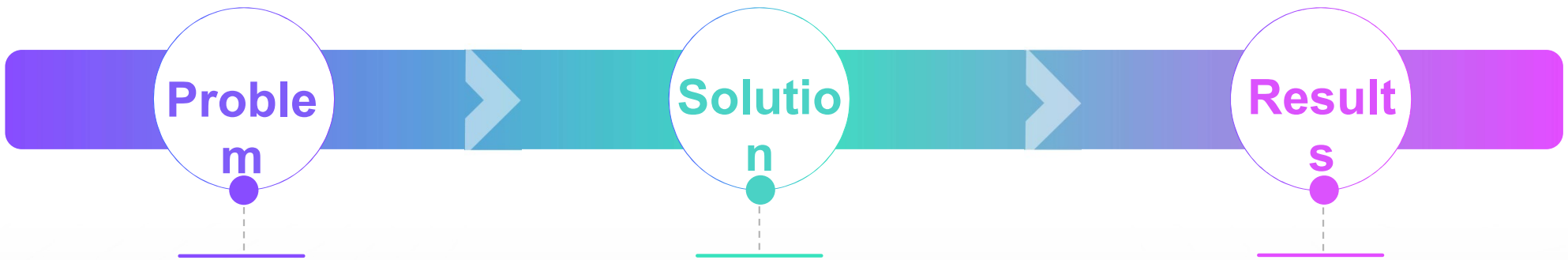
Lift in tune-in

\*as measured by LG Ads



# Case Study: B2B – Acquisition

Global electronic distributor ramps up customer acquisition



**Problem**

m

In a highly competitive market, a global electronics distributor needed to efficiently broaden their reach and new customer acquisition without increasing cost-per-acquisition. They sat on a wealth of 1<sup>st</sup> party data, but traditional modeling tactics weren't getting the job done.

**Solution**

n

Using 1<sup>st</sup> party customer and site traffic data, Yobi delivered out-of-the-box performance with a custom audience of highly likely converters.

Once in-flight, the custom model continued uncover intent signals across known and unknown site traffic to expand reach without impacting performance. Continuous log-level data feeds from the client's data feed enabled Yobi to understand cohorts of consumers likely and unlikely to convert when served an ad.

**Result**

s

**11x**

Decrease in CAC

\*as measured by LG Ads