



eBay Inc.



Campaign Highlights

- ▶ Sophisticated personalization based on audience segment, geo and time data signals.
- ▶ One creative build for 12 dynamic variants
- ▶ One asset upload for 5 creative sizes
- ▶ Performance Gains 1.9X Click-through Rate

Campaign Overview

This campaign for eBay was designed to introduce the newly launched LiveAuction site to non-eBay users and also to explore the impact of using data outside of eBay first party data to achieve engagement with users who were not active users of eBay.

This campaign used a combination of data signals - audience segment to determine product category, time-based auctions and geo-based messaging. Based on audience segment as a predictor of interest, the Ads dynamically determined the product category to surface in the creative variant. For instance, users who were interested in jewelry were shown the creative variation for jewelry. If there was an upcoming auction in the selected product category, the user was shown details of the upcoming auction. If not, the user was shown a backup listing for that category. With publishers that were geo-targeting the ads, the creative also included messaging specific to the user's location.

Campaign Goals

Click-through Rate was the key performance metric tracked for this campaign.



Campaign Creative Plan

- ▶ Dynamically determined ecommerce products
 - ▶ Dynamically determined call to action
 - ▶ Dynamically determined messaging
 - ▶ Dynamically determined click URL
-

Personalized Creative

Personalization of the ad creative includes:

- **Products** – customized by the target audience segments of jewelry art, and furniture.
- **Call to Action** – messaging highlights upcoming auctions if present. Auction messaging is targeted to user segments of jewelry, art, antiques, and collectibles. With auctions CTA, a count down to the auction is also displayed.
- **Messaging** – With some publishers, the messaging is customized to include the name of the city.
- **Click-through URL** – Click-through URL is dynamically determined based on product category and auctions surfaced.

Creative Details

Five Ad Sizes

- Billboard (970x25)
- IAB Half Page (300x600)
- IAB Leaderboard (728x90)
- IAB Medium Rectangle (300x250)
- IAB Wide Skyscraper (160x600)

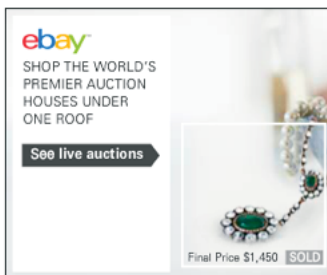
Flash Animation with HTML5 fallback.



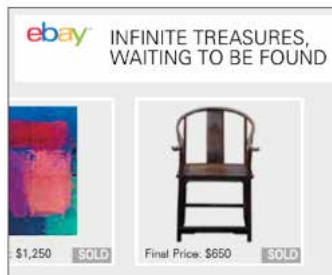
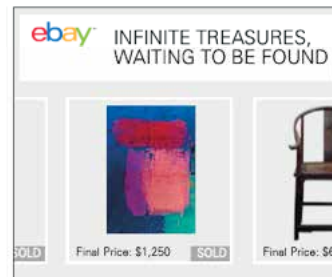
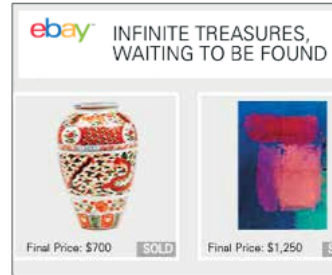
Creative Variation by Audience

e.g. 300x250 Ad Size

Jewelry



ArtF



urniture





Creative Variation by Time and Geo

e.g. End Frame Variations in 300x250

Jewelry – Generic

ebay
SHOP THE WORLD'S PREMIER AUCTION HOUSES UNDER ONE ROOF

See live auctions

Final Price \$1,450 **SOLD**

Jewelry – Auction

ebay
FINE JEWELRY IS A GREAT WAY TO MAKE A STATEMENT.

See live auctions

DISCOVER LIVE AUCTIONS STARTING IN

00 : 08 : 31
DAYS HOURS MINUTES

Final Price \$1,450 **SOLD**

Furniture – Generic

ebay
SHOP THE WORLD'S PREMIER AUCTION HOUSES UNDER ONE ROOF

See live auctions

DISCOVER THE FINEST LIVE AUCTIONS

Furniture – Auction

ebay
HELLO SAUSALITO
SHOP THE WORLD'S PREMIER AUCTION HOUSES UNDER ONE ROOF

See live auctions

DISCOVER THE FINEST LIVE AUCTIONS



Creative Sizes

e.g. Jewelry Creative Variant

LeaderBoard 728x90



Billboard 970x250



Medium Rectangle 300x250

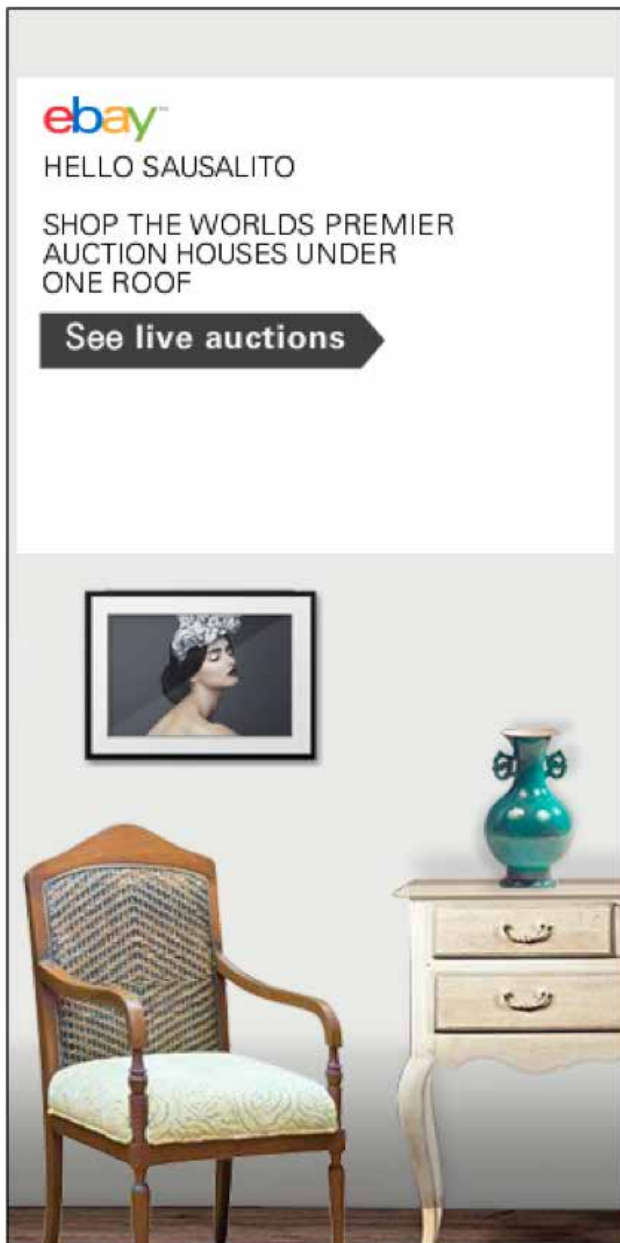




Creative Sizes

e.g. Furniture Creative Variant

Half Page 300x600



Wide Skyscraper 160x600





Efficient Campaign Execution

- ▶ Used user segments, geo, time to personalize the ad experience.
- ▶ Effectively targeted jewelry, art and furniture buyers.
- ▶ Delivered timely and relevant upcoming auction information.

Five Creative Sizes, One Ad

Each of the five creative sizes (970x250, 300x600, 728x90, 300x250, 160x600) was created as one ad using drag-and-drop Ad Studio in the Jivox IQ Dynamic Platform.

One Set of Unique Assets

All creative sizes pointed to the same assets from the Jivox IQ Content Management System. This enabled the ad production team to easily update assets across all variations with a single asset update.

Dynamically Served Creative Variants

The assets that were dynamically determined at run time are summarized below:

Data Signal	Dynamic Asset	Details
Audience Segment	Products – image, title, price, click url	Products determined based on user interest in jewelry, art, furniture
Time	Auction	Call to action modified to emphasize live auctions. Timer to auction end.
Geo	Messaging	Greeting targeted to city

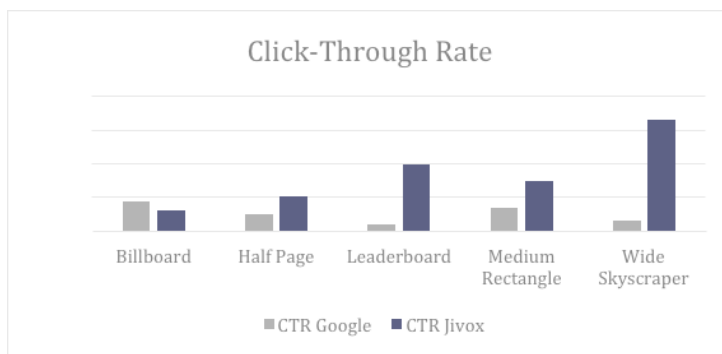


Campaign Performance Analysis

- ▶ 3.8x Click-Through Rate
- ▶ 1.2x Average Dwell Time

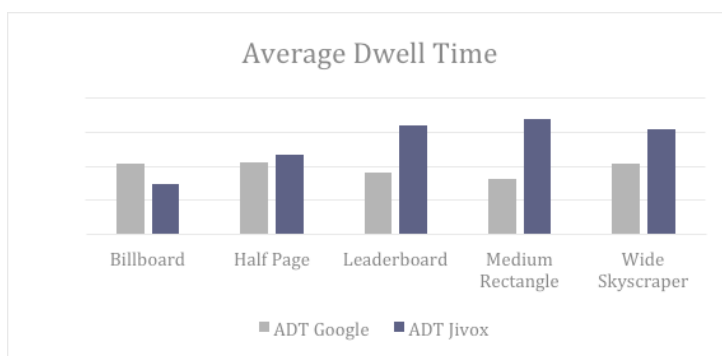
Click-Through Rate

This campaign achieved its primary performance goal with a 3.8X lift on Click-Through Rate compared to [Google published benchmarks](#). A breakdown of CTR lift shows gains across all ad units except the Billboard.



Average Dwell Time

Additionally this campaign achieved a 1.2X lift on Average Dwell Time when compared to [Google published Benchmarks](#). A breakdown of dwell time lift shows gains across most ad units.





Learn More About Jivox

Jivox IQ Platform

- ▶ [Read more](#) about our data driven dynamic ad platform.
- ▶ See a [two-minute video](#) on our platform.

Ad Gallery and Customers

- ▶ See other Jivox [Ad examples](#)
- ▶ View a list of our [partners and customers](#).

Contact Us

For any questions about this case study or otherwise, please email us at support@jivox.com