



Time, Inc



Campaign Highlights

- ▶ One creative build for 11 dynamic variants
- ▶ One asset upload for 5 creative sizes
- ▶ Performance Gains
 - 1.8X Dwell Time (DT)
 - 1.8X Interaction Rate (IR)

Campaign Overview

The Time Inc. campaign targeted magazine buyers who shop at retail stores.

The campaign was designed with eleven brands and used location to select the optimal store from these brands. The stores included in the campaign were Safeway, Carrs, Randalls, Tom Thumb, Vons, Kroger, Kings, Fry's, Ralphs, Fred Meyer and Walmart. The creative was personalized in real time based on the selected store. For example, if the closest store to user was Safeway, then the ad would display the Safeway version of the creative. If Kroger is the closest store, then the Kroger version of the ad was displayed, and so on. Once a store was assigned, to maintain a consistent experience, subsequent views by that user were retargeted to show the same store.

Campaign Goals

Accurate Geotargeting and Dwell Time were top goals for this campaign.



Campaign Creative Plan

- ▶ Branding by umbrella brand
- ▶ Dynamically determined logos
- ▶ Dynamically determined coupons
- ▶ Dynamically determined click

Personalized Creative

Personalization of the ad creative includes:

- **Branding** – Red background for the Safeway brands, White for Kroger brands and Blue for Walmart.
- **Logos** – Customized by umbrella brand and store.
- **Coupons** – Customized by store.
- **URLs for clicks on background, logo and coupon** – Customized by store.

Umbrella Brand	Safeway	Kroger	Walmart
Brand Colors	Red / White	White / Blue	Blue / White
Stores	Carrs Randalls Safeway Tom Thumb Vons	Fred Meyer Fry's Kings Kroger Ralphs	Auction

Creative Details

Five Ad Sizes

- IAB Half Page (300x600)
- IAB Leaderboard (728x90)
- IAB Medium Rectangle (300x250)
- IAB Wide Skyscraper (160x600)
- Mobile Banner (320x50)

Flash Animation with HTML5 fallback.



Creative Variations

e.g. 300x250 Ad Size

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SAVE \$1 ▶

Download the just for U Digital Coupon at carrs.com **CARRS**

Get inspired in your Me Time

SAVE \$1 ▶

Download the just for U Digital Coupon at randalls.com **Randalls**

Get inspired in your Me Time

SAVE \$1 ▶

Download the just for U Digital Coupon at safeway.com **Safeway**

Get inspired in your Me Time

SAVE \$1 ▶

Download the just for U Digital Coupon at tomthumb.com **Tom Thumb**

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SAVE \$1 ▶

Download the just for U Digital Coupon at vons.com or pavilions.com **VONS PAVILIONS**

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SAVE \$1 ▶

Available at **Fred Meyer**

Get inspired in your Me Time

SAVE \$1 ▶

Available at **FRYS**

Get inspired in your Me Time

SAVE \$1 ▶

Available at **Kroger**

Get inspired in your Me Time

SAVE \$1 ▶

Available at **KING Soopers**

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Available at **Ralphs**

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Available at **Walmart**



Creative Variations

e.g. Randalls Creative Variant Size

Mobile Banner 320x50



IAB Medium Rectangle 300x250



IAB Leaderboard 728x90





Creative Sizes

IAB Half Page 300x600

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A tip from **INSTYLE**

Stand out in black & white

Pair a white shirt with fitted black leather pants or a skirt and sleek pumps.

SAVE \$1 ▶

Download the just for **U** Digital Coupon at randalls.com

IAB Wide Skyscraper 160x600

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Efficient Campaign Execution

- ▶ Used store branding plus geo-targeting to personalize the ad experience.
 - ▶ Effectively retargeted Time Magazine buyers across mobile devices.
 - ▶ Delivered store brand referral based on user location.
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Creative Sizes, One Ad

Each of the five creative sizes (320x50, 300x250, 160x600, 300x600) 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 varied across creative variations were tagged as dynamic, and dynamically determined and replaced by the Jivox Data Engine at run time. The dynamic asset specifications were documented in a spreadsheet with logo image, banner color, background click URL, logo click URL and coupon click URL specified as columns, and each creative variant specified as an individual row in the spreadsheet.

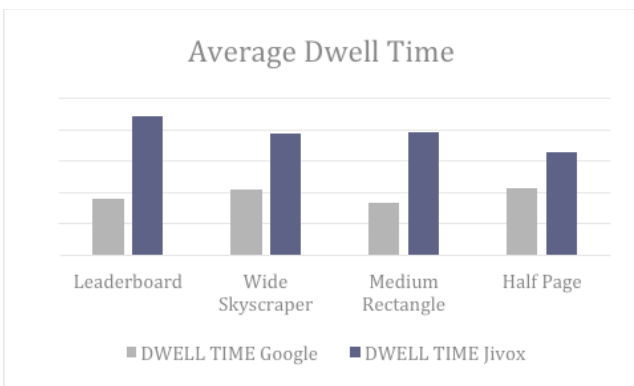


Campaign Performance Analysis

- ▶ 1.8X Dwell Time
- ▶ 1.8X Interaction Rate

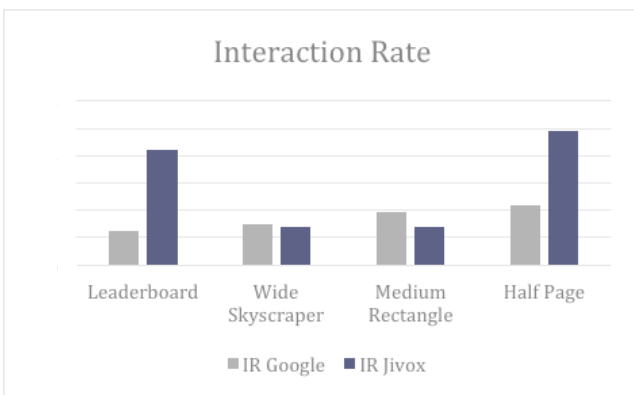
Dwell Time

This campaign achieved its primary performance goals and achieved a 1.8X lift on Dwell Time compared to [Google published benchmarks](#). A breakdown of dwell time lift showed gains across all ad types.



Interaction Rate

This campaign also achieved a 1.8X lift on Interaction Rate when compared to [Google published benchmarks](#). A breakdown of lift by ad unit type showed gains for Leaderboard and Wide Skyscraper 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