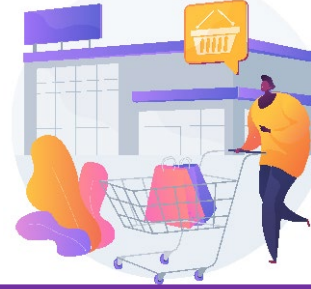


Adstra Case Study: Audience Lift with Big Box Retailer

Objective:

A Big Box retailer was looking to drive performance of a holiday campaign focused on smart home technology. The primary KPI for evaluating campaign and audience performance was ROAS (Return on Ad Spend).



Approach:

Adstra's approach: provide in-market and custom deterministic digital audiences that best fit the Big Box retailer's target audience. Using our unique approach that includes a combination of deterministic demographics, purchase history, and in-market intent data, Adstra was able to provide a high performing audience that was fulfilled directly to their media platform for campaign execution.

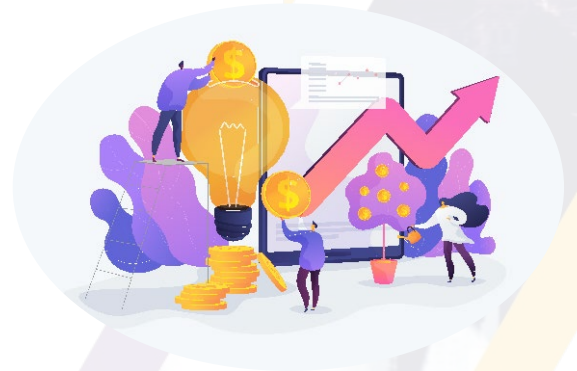


Deterministic Demos, Purchase History & In-Market Audiences

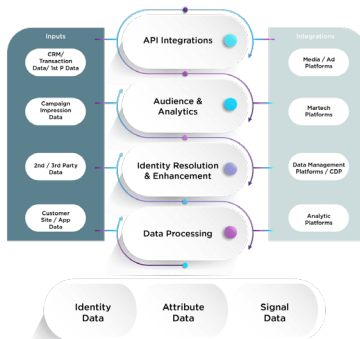
Outcome:

Results were fantastic!

- Adstra's audiences were top performing
- Adstra exceeded the Big Box retailers benchmark by **70%**
- Adstra audiences showed a 15% improvement against their optimized campaign performance



conexa
ENTERPRISE IDENTITY PLATFORM



ADSTRA: Enabling Control of the Customer Relationship

Through **Conexa** – the 1st Enterprise Identity Platform, Adstra maximizes brand control and value by orchestrating data across media and technology, in ways that drive customers' success.

Built with a robust and persistent identity platform that works behind a brand's firewall, Adstra eliminates the divide between off and online channels.

Adstra
+70%
Benchmark

To learn more, email: connect@adstradata.com