

Successfully decreasing CPA with Equativ's premium inventory

Receptiv improved Pinnacle Advertising's conversion rate by targeting receptive users.

> Background

Receptiv is an ambitious AI-suite focusing on delivering ads to users identified as "receptive" to the advertiser's message when they see it.

By analyzing micro-patterns to define the receptivity of each user, Receptiv delivers maximum campaign efficiency and effectiveness.

Their partner Pinnacle Advertising turned to them to optimize their digital strategy focusing on conversion by **delivering ads to receptive audiences** for a major retail client.



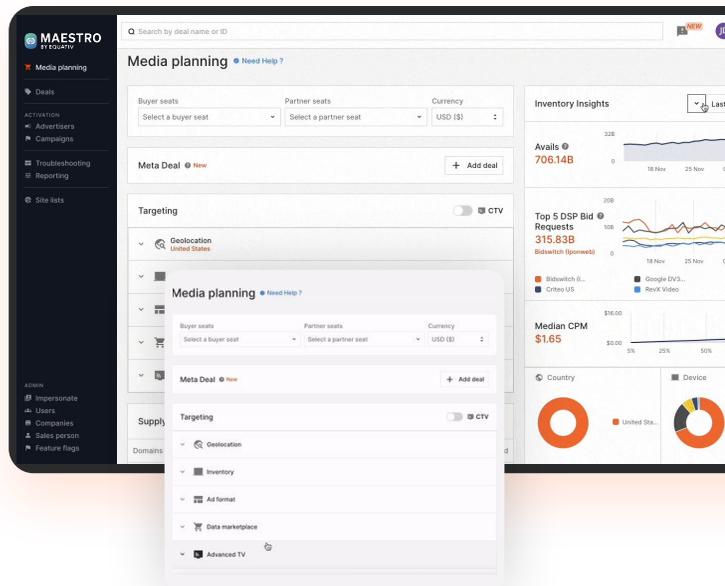
> Challenge

Receptiv needs to have easy access to a large selection of premium inventory to make the best use of their cutting-edge technology and further refine their targeting.

> Solution

Receptiv turned to Equativ's services to access the premium inventory needed in North America to leverage their technology and target "receptive" users for their online campaigns.

The use of Maestro allowed them to target highly-relevant audiences, at scale, with a clear view and great control.



> Solution

Key benefits of the solution included:

> Seamless and cost efficient data integration:

The platform enabled smooth integration of Receptiv “receptive” segments, ensuring a cost-efficient process

> Real-time premium inventory insights:

Maestro provided powerful premium inventory insights and visualizations, allowing the team to make informed decisions and maintain full control over campaign delivery

> Intuitive and easy to use user interface:

Maestro’s user-friendly services made it easy for Receptiv’s team to create, manage, and monitor their campaigns to extract significant results on their targeted segments

> Results

Receptiv’s Technology resulted in Pinnacle Advertising achieving a 26% reduction in their CPA when targeting receptive users online using Equativ’s premium inventory.

26%

Reduction of
CPA costs

“By targeting Receptiv’s Receptive users, we have achieved a significant reduction in our Cost Per Acquisition (CPA) on the Maestro platform within just three months, when compared to the Non-Receptive users. We are very pleased with the results and consider Contxtful an essential partner in our digital strategy..”

--Michael Magnussen, CEO, Pinnacle Advertising

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“Equativ continues to be a great partner to enable Receptiv’s receptive technology across premium inventory to deliver impactful campaigns for Pinnacle Advertising. Their Maestro platform allowed us to access relevant inventories and the team provided a great service to deliver our ads to our own segments of receptive users”

--David Jacobs, CEO, Receptiv

Receptiv