

## SUCCESS STORIES

# Singtel acquires quality B2B leads through proprietary contextual targeting

Amobee outperforms competitor DSPs in driving conversions and assisted conversions

# 88%

more conversions were delivered on the Amobee platform at a CPA that was significantly 17x lower than competitor DSPs

# 48%

more assisted conversions were driven even though Amobee was allocated 2x lower spends than competitor DSPs



### GOALS

- Raise awareness on Singtel's suite of business solutions among SMEs and new businesses.
- Accurately reach target audiences to reduce media wastage.
- To increase conversions and assisted conversions as compared to historical performance by the end of the campaign period.

### SOLUTIONS

- Leveraged on Amobee Contextual Targeting to create custom keyword groups through identified trending interests using Amobee's proprietary Brand Intelligence tool.
- Custom audience segments are updated in real time at a refresh rate of every 15 seconds.

### RESULTS

By activating Amobee's Precision audience targeting, Singtel was able to reach their key audiences based on real-time consumption data with increased relevance.

As a result, Singtel's campaign delivered 88% higher conversions than in the past, with 17x improvement in CPA including twice the volume of assisted conversions generated.

The success of Amobee Precision audiences has also propelled greater collaboration and optimisation on future media plan recommendations between Singtel and Amobee.