

CASE STUDIES

FROST BANK

Leveraging Machine Learning to Drive Awareness for "Opt for Optimism" Initiative

An Opt for Optimism Film

The Mission

WATCH

Advertiser Objective:

Frost Bank's Opt for Optimism is a multiyear, grassroots-inspired initiative to combat cultural pessimism and ignite the powers of optimism. Frost's goal is to move beyond telling people to be optimistic, and, instead, to help them feel it.

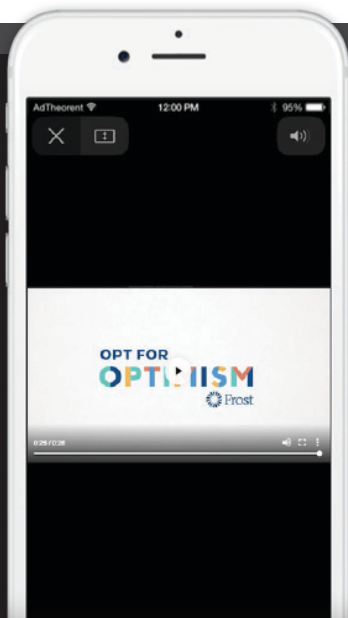
The goals of the digital advertising campaign were to drive awareness of Frost and the initiative among an audience of optimistic individuals, as well as to inspire optimism among the target audience.

Advertiser Solution:

To identify the target audience of optimistic and generous people, AdTheorent utilized its Audience Builder capability. AdTheorent's Audience Builder leveraged elegant live-poll ad units to identify a deterministic audience of engaged hand-raisers. AdTheorent then used the attributes and characteristics of consumers who responded to build a Predictive Audience, after which AdTheorent's machine learning platform identified the consumers within that audience who were most likely to convert.

“Our goal is for people to discover conversations and experience optimism through active involvement, all on their own terms. AdTheorent’s unique ability to deterministically identify ‘optimists’, and then through machine learning identify those with the highest likelihood of engaging with that messaging has been an extremely effective approach for us, and we are thrilled with the results of this campaign.”

ELIZABETH CRAWFORD
Associate Media Director
at McGarran Jessee



Campaign Results: Measured by Moat Analytics

The campaign Video Completion Rate (VCR) was 82%, exceeding the industry average by 9.3%. Additionally, AdTheorent utilized Moat to measure real-time attention analytics beyond CTR. The campaign was very successful, exceeding all client-defined benchmarks:

40.82%

Attention Quality, which is the percentage of impressions that converted from hovering to interacting

32.22%

Completion Quality, which is the percentage of video completes that were audible and visible.