

Encantos Achieves **72% Lift on Non-Addressable Inventory** with Yieldmo's Contextual Optimization

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Yieldmo's contextual approach delivered the strongest results of the campaign at great value. They were both our largest traffic driver and conversion driver. Their performance gave us great confidence in the power of context as we move to a world with less and less cookies.

-Julie Fleischer, Chief Growth Officer, Encantos

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THE OBJECTIVE

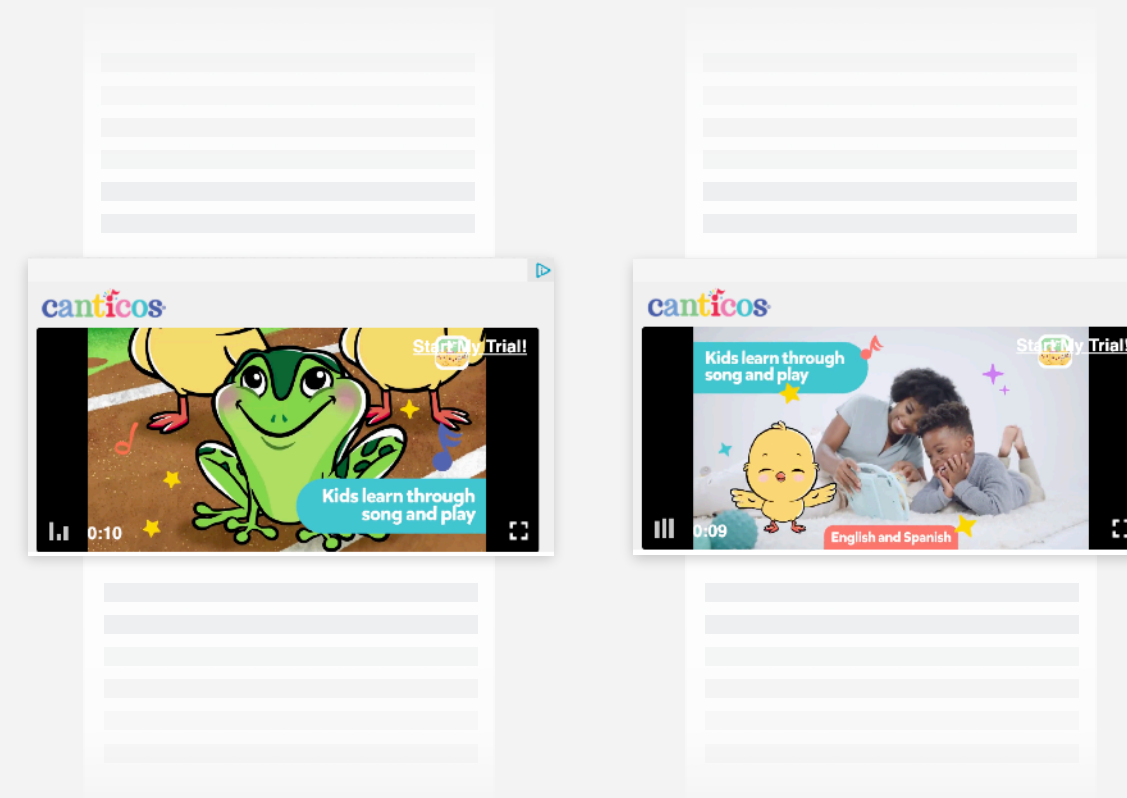
Encantos selected Yieldmo as a partner to reach Spanish speaking and English speaking parents interested in its language immersion for children's products. Encantos' goal was to test new ways to drive traffic and subscriptions with high quality media.

Specifically, Encantos wanted to understand whether non-addressable media could be a source of quality leads that would convert. To find out, Encantos used Yieldmo's AEROS Contextual Optimization Engine (AEROS) to curate the right non-addressable inventory. AEROS works by examining hundreds of signals within an impression: situational, topical, environmental and attention-based, and biases media buys toward the impressions most likely to deliver results.

THE CAMPAIGN

Encantos ran an outstream campaign that combined Yieldmo's proprietary formats (Flexplay and Flexbanner) and AEROS to drive engagement, optimize spend, and maximize results.

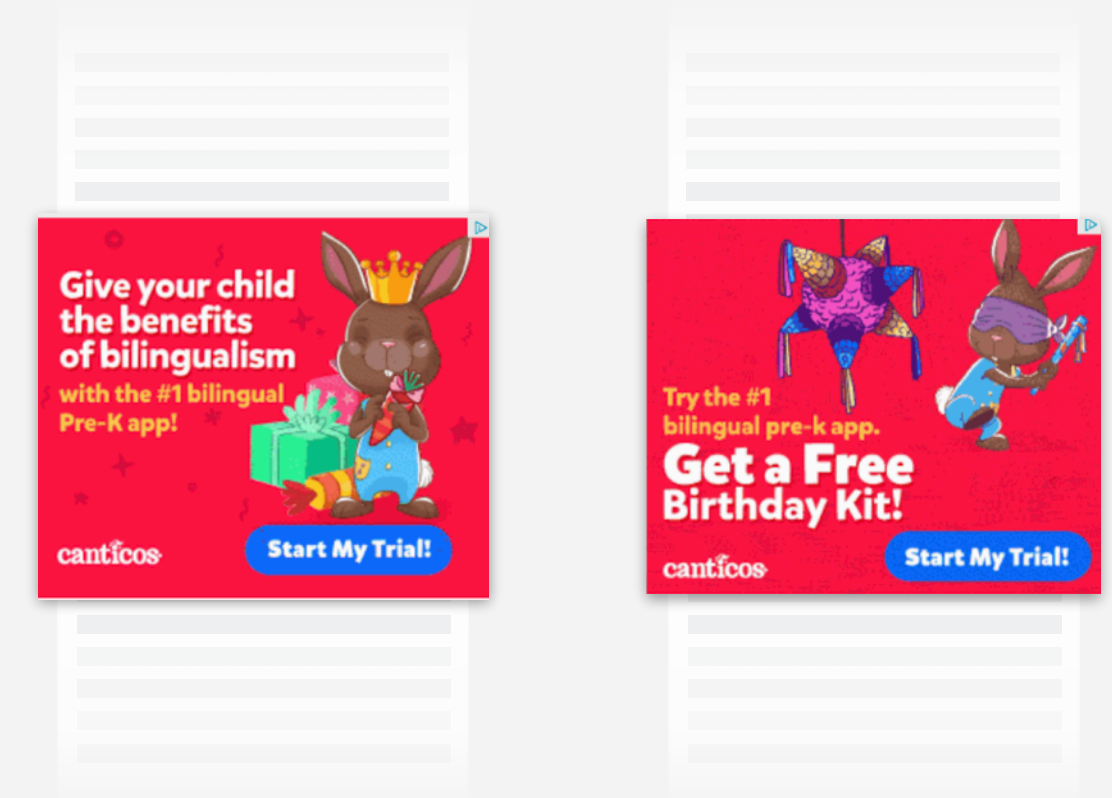
FLEXPLAY



Demo

Demo

FLEXBANNER



Demo

Demo

WINNING RESULTS

Yieldmo delivered strong results for Encantos demonstrating how AEROS finds the high quality performance impressions within non-addressable inventory. By identifying and prioritizing high quality non-addressable impressions, Yieldmo helped Encantos deliver superior results.

COMPARED TO UNOPTIMIZED NON-ADDRESSABLE IMPRESSIONS AEROS DELIVERED LIFTS OF:



CTR +47.89%
(dollar-weighted)



VIEWABILITY +71.99%
(dollar-weighted)

Across the board, AEROS helped Encantos lift their KPIs and drive efficient results. By providing a way to optimize non-addressable impressions, Yieldmo helped Encantos identify and capture new demand.