

# PLISTA PRODUCES 50-80% **HIGHER CTRs**

## THE STRATEGY

To prove the value of reaching Turbine audiences on native formats, the plista team compared the performance of Turbine Interest & Intent Segments and Custom Models vs. contextual targeting and prospecting. Throughout Q1 2016, 11 advertisers across 8 verticals participated in the test on Native In-Feed inventory.



## THE CHALLENGE

Native ad platforms generally provide only contextual and prospecting (run of network) targeting tactics. While this ensures that ads appear alongside relevant content, it does not guarantee that the message reaches the right audience. **plista improves targeting for native campaigns by reaching Turbine audiences across all native formats.**



## THE RESULTS

Using plista's Turbine targeting on Native In-Feed placements drove **48-83% higher CTRs vs. standard native network targeting tactics (i.e. contextual targeting and prospecting).**

## VIEWABILITY PERFORMANCE LIFT

