

FINANCIAL BRAND CLEANS UP ITS FEED—AND ITS EFFICIENCY

CASE STUDY #5

THE CHALLENGE

For a financial brand, showing up in social feeds is a huge opportunity to connect with consumers, but the environment has to be right. The brand and their agency weren't just looking for views; they wanted to make sure those views were happening in safe, high-quality spaces. They were on a mission to tighten up their media buy, cut out wasted spend, and protect their reputation in the middle of a fast-moving social feed.

THE SOLUTION

The brand moved from a reactive posture to a proactive one by layering **Social Optimization** over first-party filters. This pre-bid strategy allowed them to optimize their supply path, steering budget toward premium environments before the bid was even placed. This ensured they maintained massive reach while significantly increasing media quality.

THE RESULTS

37% Fewer High-Risk Placements: Social Optimization reduced proximity to risky content, improving overall media quality.

44% Drop in Arms & Ammunition Adjacency: Exposure to Sensitive Social Issues also fell by 12%, protecting the categories the brand cared about most.

23% Improvement in Suitability Fail Rate: Brand Suitability Pass Rate climbed to 99.28%, driving measurable gains in protection and performance.

-37% INDUSTRY DEFINED HIGH-RISK CONTENT

KEY TAKEAWAY

With these cost efficiencies and all other factors held constant, this approach represents approximately **\$700K in outsized savings.**

Those efficiencies can translate into roughly \$73K in incremental dollars that can be reinvested into brand-suitable media.*