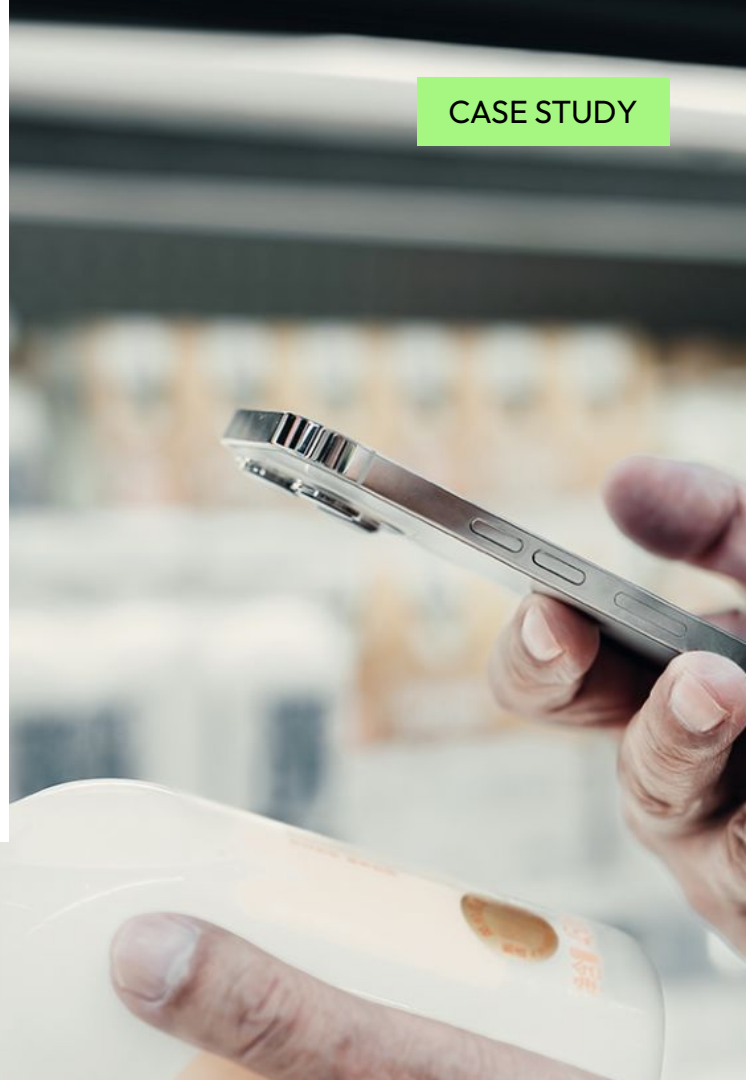




CASE STUDY

HOW DANONE IMPROVED CLICK-THROUGH RATES BY 1,243%

Measuring the impact of Quality
Attention™ pre-bid on Danone's
programmatic performance



HOW DANONE IMPROVED CLICK-THROUGH RATES BY 1,243%

ADVERTISER

Danone

INDUSTRY:

Food and beverage

TEST PHASES:

- Phase 1 - 5/20-6/1:
measurement only
- Phase 2 - 6/2 - 7/6:
IAS pre-bid targeting applied

KPIs:

- Viewability
- Click Through Rate
- Cost Per Click
- Video Completion Rate

THE GOAL

Danone, a leader in the food and beverage industry, set out to significantly increase consumer attention and enhance the effectiveness of their programmatic campaigns in May 2025. To achieve this, Danone partnered with Integral Ad Science (IAS).

In a landscape challenged by media quality concerns such as low viewability and completion rates across key formats like video, Danone aimed to turn these obstacles into opportunities. By leveraging IAS's Quality Attention™ pre-bid, an optimization solution that gives advertisers access to top-quality inventory proven to drive higher attention, Danone successfully optimized their programmatic bidding strategy, resulting in substantial improvements across all KPIs.

Here's how they did it →

THE PROCESS

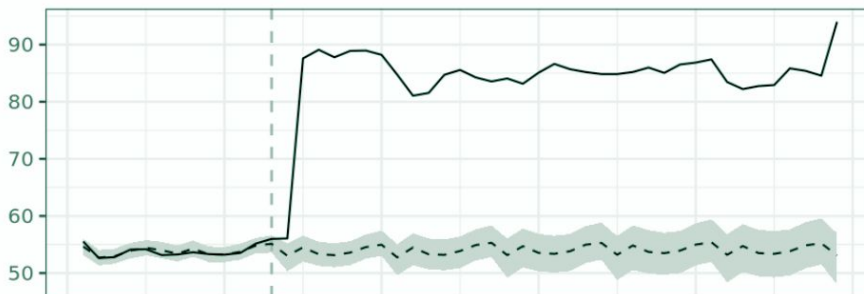
Danone conducted a two-phase test for their Activia Yogurt campaign. Phase 1 served as a measurement-only baseline to establish attention metrics for their digital ads. Phase 2 implemented IAS Quality Attention™ pre-bid, focusing programmatic bids on high-attention inventory only.

The test measured four critical KPIs: viewability rate, click-through rate, cost per click, and video completion rate. IAS segmented impressions to compare performance and track how pre-bid optimization shifted bidding patterns toward higher-scoring domains.

- **Phase 1:** Danone launched its Activia Yogurt campaign for women 25-54, running an initial measurement-only phase (5/20-6/1) to establish baseline attention metrics.
- **Phase 2:** Beginning 6/2, Danone implemented Quality Attention™ pre-bid, focusing programmatic bids on only high-attention inventory.

After activating the pre-bid segment, **attention levels rose by 56%**, demonstrating the effectiveness of targeting high-quality inventory.

This improvement was 57% higher than predicted, underscoring the powerful impact of partnering with IAS for attention-based programmatic optimization.



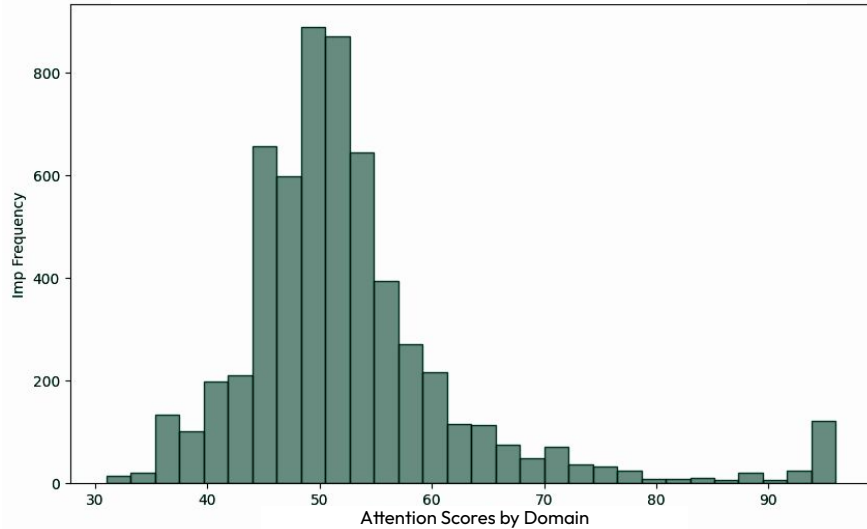
Quality Attention™ scores **increased 30+ points** once pre-bid was applied.

THE PROCESS

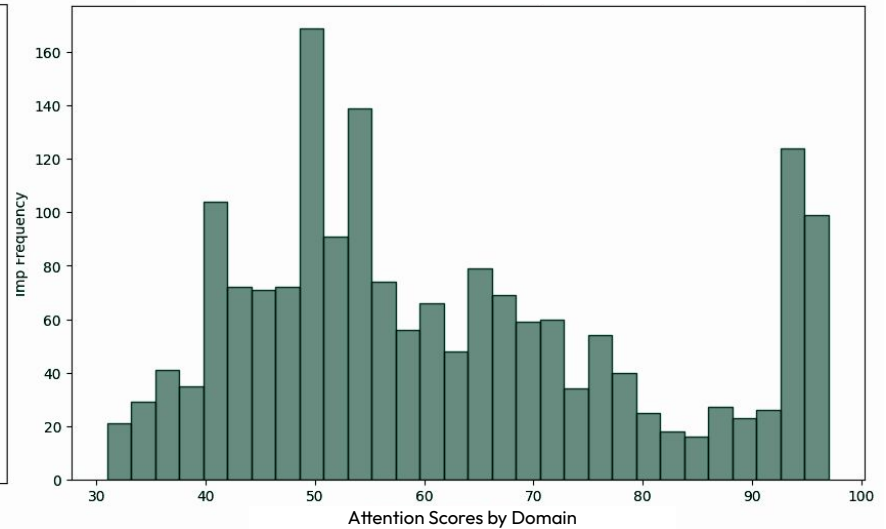
HOW PRE-BID OPTIMIZATION IMPACTED INVENTORY BIDDING

In Phase 2 after Quality Attention™ pre-bid was applied, a considerable change in the distribution of eligible domains occurred, with a definitive shift toward higher attention-scoring inventory. This shift concluded the positive impact Quality Attention™ had on helping Danone seek better performing media.

Phase 1: Domain distribution before Quality Attention™ pre-bid



Phase 2: Domain distribution after Quality Attention™ pre-bid



THE PROCESS

HIGHER SCORING INVENTORY UNLOCKED IN PHASE 2

The chart to the right shows how Quality Attention™ pre-bid shifts bidding toward high-attention domains, and specifically domains with higher impressions levels.

This analysis visually demonstrates how optimization changes site composition to boost audience attention.

OVERALL FINDINGS:

Putting a more targeted emphasis on high-attention inventory helped propel the attention score 40 points higher amongst these domains alone.

Top Attention Domains*	Impressions	Attention Score
Publisher 1	720,117	94.02
Publisher 2	850,551	89.06
Publisher 3	2,427	92.54
Publisher 4	14,963	91.29
Publisher 5	19,491	90.65
Publisher 6	7,277	88.24
Publisher 7	9,622	86.59
Publisher 8	4,174	82.85
Publisher 9	59,403	79.88
Publisher 10	93,931	78.71
Publisher 11	1,421	77.84
Publisher 12	13,587	74.48
Publisher 13	1,785	72.22

THE RESULTS

ALL KPIS IMPROVED

By leveraging IAS's Quality Attention™ pre-bid, Danone achieved **exceptional gains across all key campaign metrics.**

This solution allowed Danone to focus spend on viewable, high-quality inventory, resulting in significant increases in viewability, click-through rate, and video completion rate, while simultaneously optimizing cost per click.

Thanks to Quality Attention™ pre-bid, Danone's messaging reached the right audiences at the right moments, driving higher engagement and campaign efficiency.

IMPROVEMENTS IN PHASE 2:

+1243%

CLICK THROUGH RATE

-76%

COST PER CLICK

+6.5%

VIDEO COMPLETION RATE

+5.9%

VIEWABILITY RATE

THE SOLUTION

QUALITY ATTENTION™ PRE- AND POST-BID

In addition to IAS's Quality Attention™ post-bid measurement solution, advertisers can leverage our targeting segments “High Attention” and “Medium/High Attention” to drive incremental attention score increases and overall media performance.

HERE'S HOW:



MEASURE TO UNDERSTAND YOUR BASELINE

Verify Quality Attention™ by campaign, environment, format, device type, trends over time, and much more.



COMPARE ATTENTION SCORES

Compare Quality Attention™ against the IAS average to identify underperforming campaigns and inform where a deep dive needs to occur for a more detailed understanding of campaign performance.



OPTIMIZE TO ATTENTION AUTOMATICALLY

Leverage pre-bid targeting to target high attention placements that drive proven results.



Danone is a leading global food and beverage company operating in three health-focused, fast-growing, and on-trend Categories: Essential Dairy & Plant-Based products, Waters, and Specialized Nutrition. With a long-standing mission of bringing health through food to as many people as possible, Danone aims to inspire healthier and more sustainable eating and drinking practices while committing to achieve measurable nutritional, social, societal, and environment impact.

Integral Ad Science (IAS) is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms. IAS's software provides comprehensive and enriched data that ensures ads are seen by real people in safe and suitable environments, while improving return on ad spend for advertisers and yield for publishers. Our mission is to be the global benchmark for trust and transparency in digital media quality. For more information, visit integralads.com.