

HOW A TELECOMMUNICATIONS BRAND DIALED UP SOCIAL ROI

CASE STUDY #4

THE CHALLENGE

On social media, the landscape shifts in seconds. For a telecommunications brand, one misplaced ad next to AI-generated "slop" or sensitive content isn't just a PR risk—it's a drain on budget and a barrier to growth. Operating in a high-stakes industry, this advertiser needed a way to scale without letting low-quality content undermine their media investment. The goal was simple: move past basic filters to a high-performance strategy that protects the brand while fueling outcomes.

THE SOLUTION

The brand turned to **Social Optimization** on a leading global social media platform to take a more tailored and precise approach to suitability. With a customized suitability profile, the advertiser set clear risk thresholds across key content categories—including Spam and Sensitive Social Issues—giving the brand greater control over where its ads appeared, without limiting scale.

THE RESULTS

3x ROI on IAS Investment: Savings from reduced waste outweighed the investment nearly threefold, freeing more budget for brand-suitable social inventory.

Massive Reach with Improved Efficiency: Precision-led media buying maintained broad audience reach while ensuring every impression strengthened the brand's market position.

57% Reduction in Suitability Fail Rates: Treating media quality as a performance lever reclaimed wasted spend and redirected it to high-performing environments.

3x ROI FROM REDUCED
WASTED AD SPEND