



Driving brand awareness through curated contexts with 4D Context Outcomes Engine



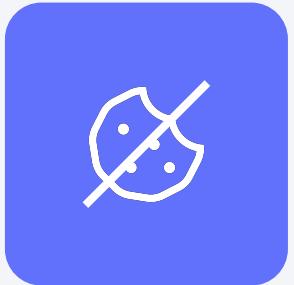
“

By activating with 4D Context Outcomes Engine we were able to drive performance, brand awareness and engage consumers interested in purchasing insurance across 4 different contextual strategies. The results spoke for themselves, in just a month we saw a 25% increase in Video completion rate (VCR) across skippable videos.

”

Megan Anderson
Brand Marketing Manager

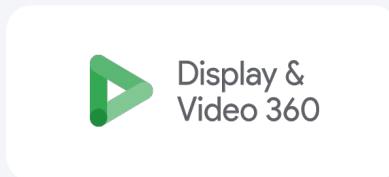
The Goal



Cookieless Testing

AXA UK partnered with 4D as a part of their cookieless testing initiative to get ahead of Google to drive brand awareness for their insurance across videos in the UK.

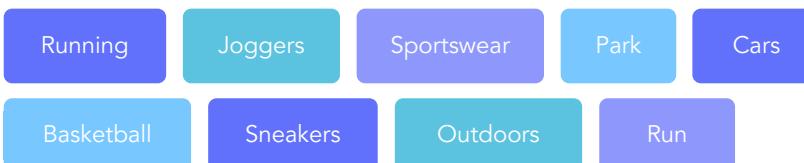
Activation Partner



The Methodology



On screen video entities



Context Segmentation

AXA UK leveraged 4D Context Outcomes Engine to target video content around their insurance to raise brand awareness. In partnership with the 4D Client Success team, the brand split the contexts into 4 segments, targeting 4 major streams of insurance across:

- Auto/Home
- Business finance
- Health sport and travel
- General Insurance

With 4D Video, the brand was able to even further competitor conquest by targeting logos reflected of the context topics in the insurance sector.

The Proof



General Insurance Context

Highest number of impressions, clicks, completed views and completion rate

By partnering with 4D, AXA UK was able to tap into 4D proprietary computer vision software and machine learning to truly understand the content of video, moving beyond looking at simply just metadata and speech-to-text translation to truly target consumers at the right moment.

AXA UK activated 4D across 4 separate strategies and was able to exceed their 70% video completion rate (VCR) target to 95% across skippable videos. Furthermore, the brand identified that the shorter 6 second formats drove stronger VCR and were able to increase spending towards 6 second assets to even further drive performance. In addition that AXA UK saw a boost in performance by conquering travel, business and medical insurance competitor logos across each contextual segment increasing scale and audience reach.

↑ 25%

Increase in Video Completion Rate (VTR)

The Proof



AXA UK company drives brand awareness through curated contexts with 4D Context Outcomes Engine

Goal



AXA UK partnered with 4D as a part of their cookieless testing initiative to get ahead of google to drive brand awareness for their insurance across videos in the UK.

Methodology



AXA UK leveraged 4D Context Outcomes Engine as a tool to target video content around their insurance to raise brand awareness. In partnership with the 4D Client Success team, the brand split the contexts into 4 segments, targeting 4 major streams of insurance across:

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Increase in Video
Completion Rate (VCR)



Thank You



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