



**Brewery**

Greene King drives brand awareness through bespoke contexts with 4D Context Outcomes Engine



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4D Context Outcomes Engine is one of the most intuitive and easy to use solutions in market. We were able to leverage 4D to build custom contexts and easily activate it for our clients in order to reach our client KPIs. Overall performance showed 1031 bookings with a CPA of 2.29 gbp which was exceptional and blew out any prospecting CPA we've run before! Moreover with the outcomes engine we were able to leverage 4D machine learning and technology to gather insights that will inform future client campaigns.



**Todd Pilling**

*Trading Analytics Partner, Open Partners*

# The Goal.

Greene King partnered with 4D Context Outcomes Engine to drive footfall and traffic into local pubs and increase table bookings and pub visits amongst viewers during the European Football Championship. During Covid times UK pubs mandated table bookings as a part of entry. The brand wanted to appear alongside Euros content, and increase consideration amongst fans and viewers to watch the Euros Football Championship in their pubs instead of competitor locations.



# The Methodology.

The large pub retailer and brewer leveraged 4D Context Outcomes Engine as a self serve solution to target content on display around the football championship. The brand ran A/B contextual strategies including one with a 4D tag to draw insights and learnings to further optimize a super context that with top performing keyword recommendations.

By activating a 4D tag across non-contextual targeting strategies Greene King was able to deduce further contextual insights to improve performance.



**Display**

# The Proof.



By partnering with 4D, Greene King optimised towards better top performing keywords in terms of reach and KPIs. When compared to two A/B tests, 4D led with higher quality impressions that drove more clicks and better engagement for the brand.

4D is the new era of contextual, driving a massive increase in engagement with a strong CTR of 0.11% that outperformed leading contextual competitors that the brand were testing at CTR of 0.09% and 0.08% respectively.

**1.7x**

**Times more bookings than two legacy contextual solutions**

**56%**

**More clicks leading to landing page views.**

# The Proof.

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# Thank You

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