



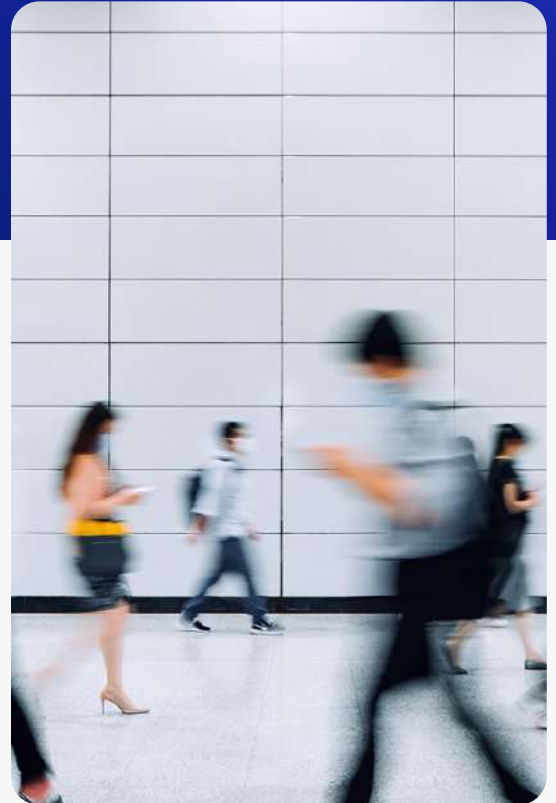
Progressive delivers impressive results with 4D.

The Insurance brand partnered with 4D as part of their cookieless testing initiative. The brand wanted to measure the impact of contextual targeting versus its existing partners. Furthermore, Progressive wanted to drive event traffic to landing pages to increase viewability and enhance engagement.

Methodology

4D implemented a comprehensive context strategy, using topics and keywords to target environments relevant to consumers who are reaching major life-stage moments and in the market for insurance.

Throughout the campaign, 4D used their insights tag to improve performance and drive scale, allowing 4D to drive incremental reach through proven non-endemic content, whilst reducing wastage across underperforming contexts.



Results

4D were the most scalable partner on plan, delivering an impressive **95 million impressions**.

What's more, 4D drove the highest performance across other core metrics including viewability and CTR.

↑ **56%** Viewability

↑ **0.08%** CTR

↑ **54K** Conversions



“

4D’s pixel tracking provided a unique solution due to its capability to automatically collect campaign data. This valued partnership allowed Adform and 4D to track and optimize performance in real time, successfully achieving our joint goals for the client. ”

Chris Morse,
Head of Account Management
Adform