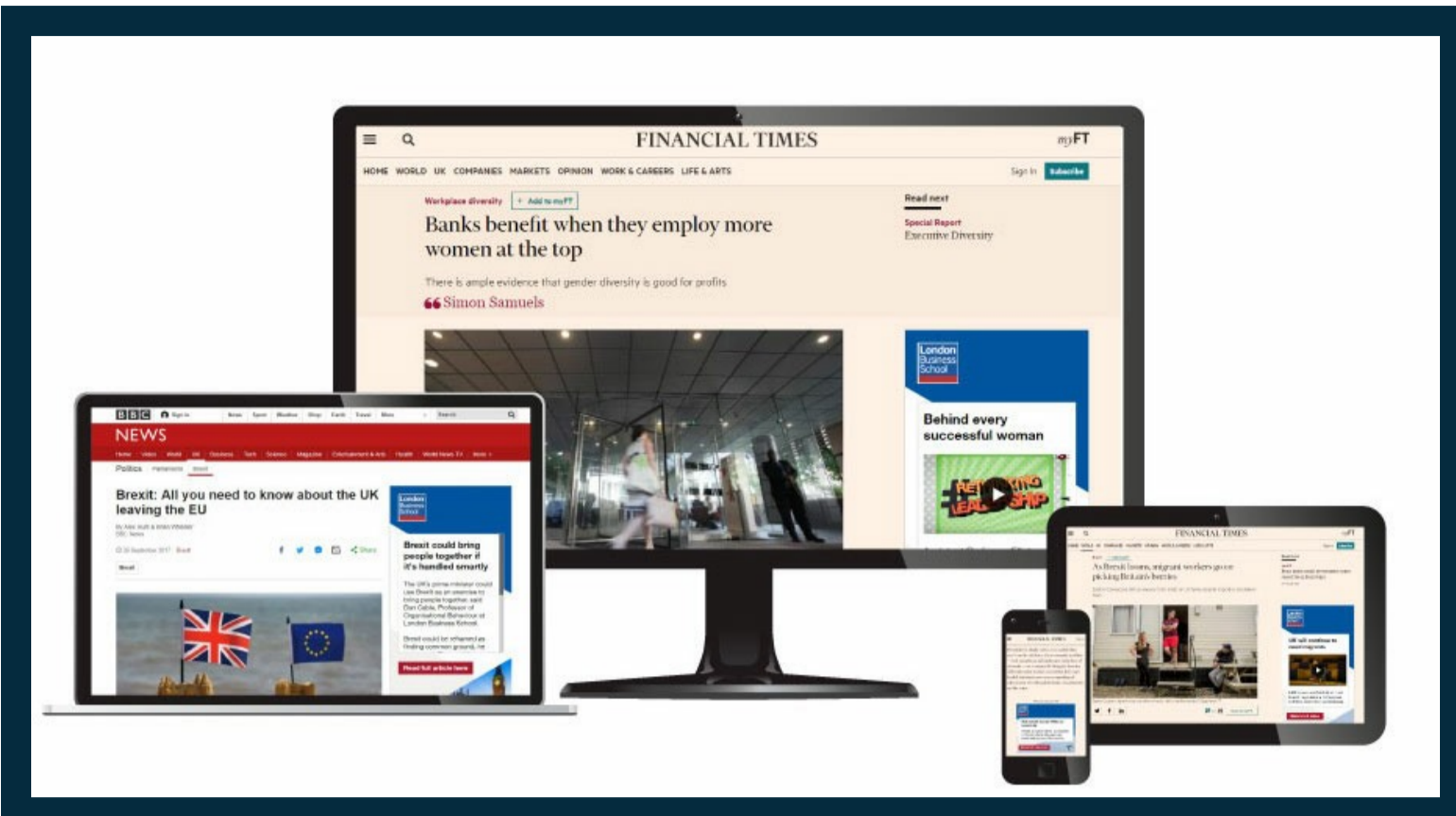


# Case Study: London Business School

June 2018



**SmartMatch™**

**London Business School**

Sector: Business Schools  
Campaign Geo: Europe and UAE

**About the client:**  
In just over 50 years, London Business School has gained a reputation as being one of the best international business schools of the world. Year on year, they rank among the top business schools and have produced a number of notable and prestigious alumni.

## Overview

LBS's main aim for the campaign was to drive engaged users to its website to increase traffic and downloads of its course brochures and ultimately, increase brand awareness to impact the number of enrolments for its courses. LBS decided against running a traditional retargeting campaign, preferring to align its elaborate thought leadership content with highly relevant articles on premium publisher sites in order to be seen as experts in its field.

The campaign results were well above industry averages, with overall engagement rates (combining both CTR and STR) at 1.03%. Dwell time on the LBS site was recorded as 3x higher than usual.

*"The SmartMatch campaign was a real success for LBS and provided an additional platform to amplify our thought leadership content. The campaign generated twice the engagement of a display campaign and users were really engaged on site, spending on average 3.5 minutes consuming our content."*

- Annabel Hartle  
Media Manager, Marketing and Communications

<b>Publishers:</b> Financial Times, The Economist, BBC	<b>Avg CTR*</b> <b>5x</b> Industry avg	<b>Avg STR</b> <b>1.99</b> %	<b>MOAT score</b> <b>727</b> /850	<b>Website dwell time</b> <b>3.5</b> mins	<b>Campaign Duration</b> 2 months : Sep '17 - Nov '17
---	---	---------------------------------	--------------------------------------	--	---

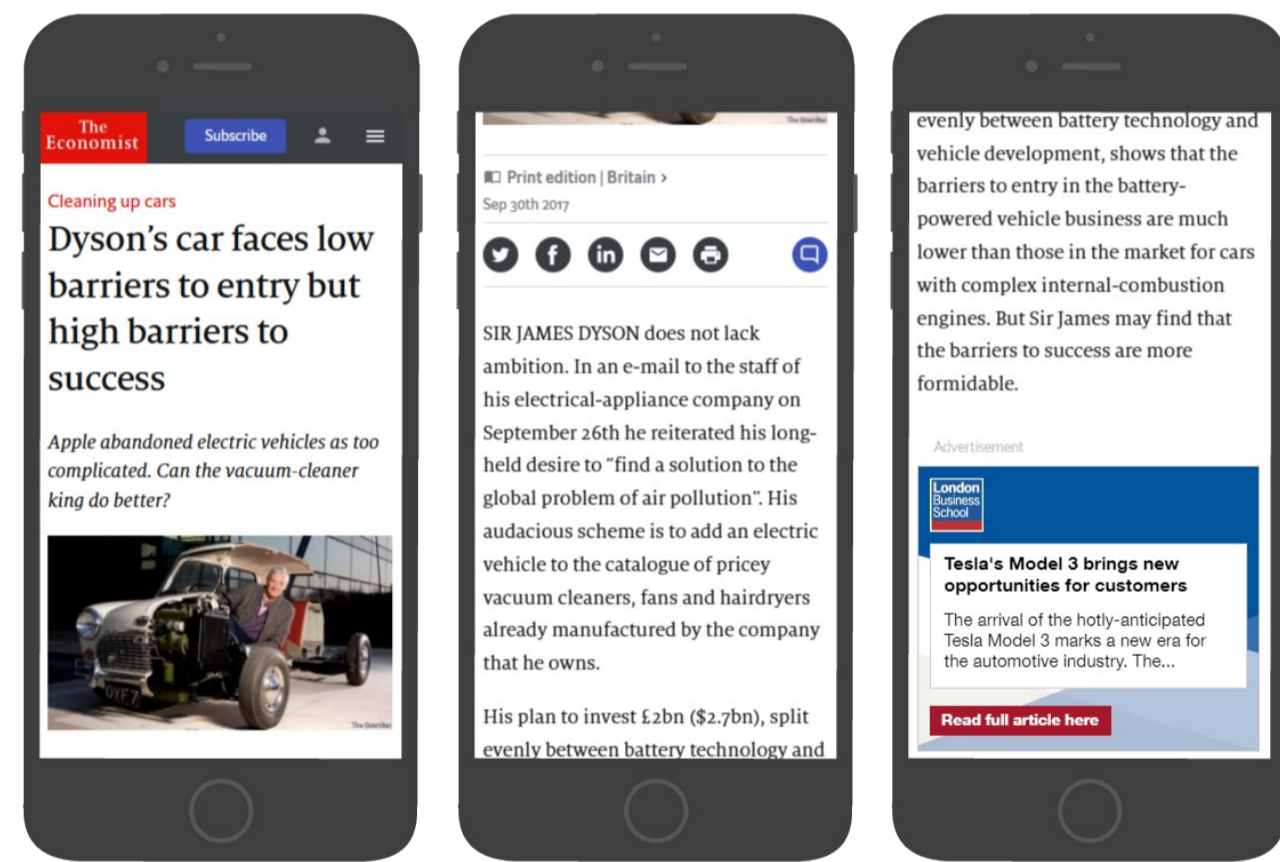
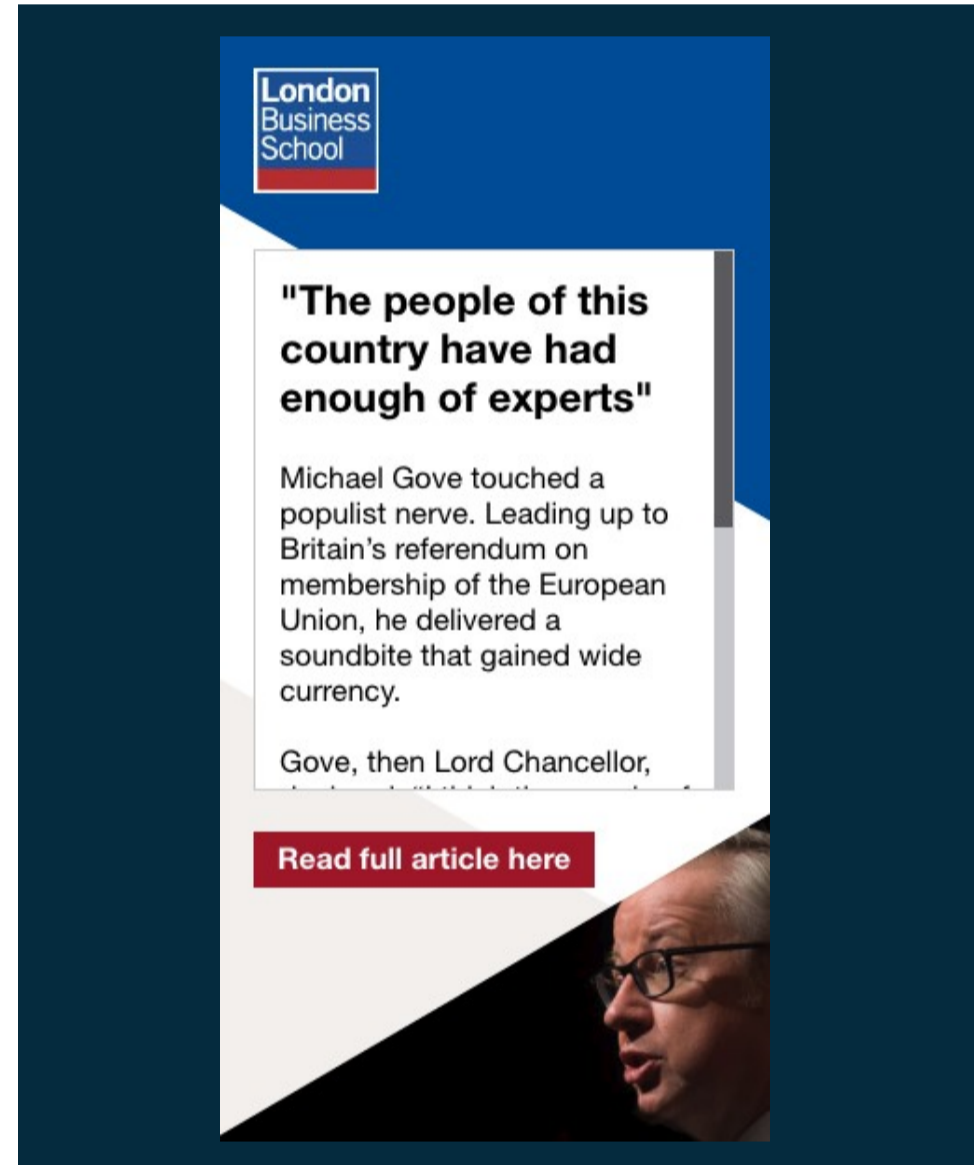
## The Approach

### Programmatic Contextual Advertising

Using machine learning and natural language processing, Smartology have developed proprietary technology which semantically profiles content to extract its true meaning.

Content is analysed and terms are clustered into similar concepts (i.e. battery powered cars / electric vehicles / Tesla) and concepts are given weightings so the most important topics within the content are surfaced. The system then analyses the profiles produced from both publishers and advertisers, and when a match is found a bid is placed for the inventory. If successful, content is dynamically injected into the creative and the ad is served.

The semantic understanding of the publisher articles also means that SmartMatch ensured that LBS branded content was never surfaced alongside inappropriate topics such as natural disasters or crime, ensuring article level brand protection.



## The Solution

Smartology's unique solution, SmartMatch profiled more than 140 LBS branded content items, including editorial and video assets.

By matching with premium publisher articles, we were able to meet the objective of aligning LBS's thought leadership articles with highly relevant premium publisher content.

Smartology have developed a new measure to track engagement in addition to the widely used CTR (Click Through Rate). The STR - Scroll Through Rate reports on 25%-100% scroll activity in order to track how much branded content a user has consumed within the ad unit, without having to interrupt their journey. A scrollable unit (as above) also aims to increase engagement by offering readers more than just headlines, resulting in higher yield for advertisers.

\*CTR Rate is calculated above the average CTR achieved on the publishers used for this campaign

*"LBS has been one of our best performing campaigns. Proving that rich, diverse content can be used for innovative campaigns, increasing ROI for content creation teams and creating compelling ads for users."*

- Gary Neal, Chief Operating Officer, Smartology

## The Results

The campaign provided demonstrable evidence that higher engagement was achieved as a result of contextually aligning LBS branded content in relevant and brand-safe environments.

Results from the campaign showed it performed above all MOAT benchmarks. In particular the **view-ability (In-View) metric was 81.04%** (over 50% higher than the MOAT industry benchmark). The campaign also generated an impressive **overall engagement rate of 1.03%**.

Furthermore, LBS measured success based on post click dwell time of SmartMatch users once they arrived on LBS site. Compared to other non targeted campaigns, SmartMatch drove **dwell times 3x higher**, resulting in an average dwell times of **3.5 minutes** on LBS' site.



MOAT results for the LBS Campaign