

Case Study:

Velocity + BEESWAX

AUDIENCE TARGETING SUCCESS

Beeswax's Bidder-as-a-Service™ (BaaS) empowered Velocity to scale their technology and driving ROAS by ensuring they bid only on their target audiences for every impression.

"We've proven that using motion can have a big effect on advertising results and working with Beeswax enabled us to execute against this strategy quickly and affordably."

- Brett Bond, CEO, Velocity

2-3X
↑ LIFT IN AUDIENCE
ENGAGEMENT

THE CHALLENGE

Velocity is a mobile data company that uses AI to analyze smartphone motion sensor data, determining receptive moments for messaging and advertising in real time and at scale. The Velocity team knew they could increase mobile advertising performance if they could select which ad impressions were most likely to get a response based on their data. To prove this, Velocity needed to tightly integrate its data cloud into the RTB auction stream to execute programmatic media buys.

THE SOLUTION

Using Beeswax's BaaS technology, Velocity was able to target only the audiences they had data for, enabling them to scale their technology through the following key features:



Optimized Traffic Filtering - Beeswax's unique QPS filtering capabilities allowed Velocity to listen only to the traffic found in their high-yield segments.



Custom Targeting - Based on their filtered traffic, Velocity targeted programmatic ads based on consumers' receptive state through their accelerometer-based decisioning engine.



SaaS Pricing - Because of Beeswax's fixed pricing model based on QPS usage, Velocity's costs were kept to a minimum while their ROAS soared, as they listened and paid for only the most valuable traffic.

THE RESULTS

Velocity was ultimately able to drive 2-3X engagement metrics (compared to the control group) using their accelerometer-based decision engine in partnership with the Beeswax platform. With Beeswax as a key partner, Velocity has created a data targeting technology that operates in real time, using real-world behavior, with a level of detail previously unheard of and inaccessible to brand marketers.

