



**AIRLINE  
CLIENT**

**DXKULTURE CASE STUDY**

# Personalized Ads That Drove Engagement & Action



**Objective:** DXKulture was asked to increase website traffic among Boston locals during the holiday season by delivering personalized, high-impact video ads in premium digital environments.

## Strategy:

- Focused on Boston DMA (70%) with localized, hyper-relevant messaging to drive stronger engagement.
- Leveraged a mix of contextual alignment, premium news, local news, and sports sites to reach Boston residents in brand-safe, high-attention environments.
- Implemented data-driven targeting to further refine and optimize audience reach.

## Campaign Performance Highlights:

- ✓ 29.9M Impressions Delivered (+900K over delivery)
- ✓ 0.15% CTR (outperforming industry benchmarks)
- ✓ \$10.43 CPC – 15% more efficient in Boston DMA

# DXKULTURE COMPETITIVE EDGE



## **Personalized Local Ads Drove Higher Engagement:**

Targeted messaging geared toward Boston locals increased awareness and click-through rates, inspiring holiday-season travel intent.

## **Premium Placement + Contextual Targeting = High Impact**

- Ads placed in premium news, local sports, and high-traffic Boston media sites aligned seamlessly with consumer behavior.
- Contextual inventory drove a 73% VCR, proving that relevant, high-quality placements drive deeper engagement.

## **Smart Data-Driven Targeting = Greater Efficiency**

- The campaign optimized in real-time, shifting inventory dynamically to maximize cost efficiency and audience impact.
- Boston DMA CPC was 15% lower than secondary markets, proving hyper-local targeting works.

- ✓ 98% DoubleVerify authenticity rate ensured a brand-safe, premium advertising experience.
- ✓ Contextual intelligence + data targeting delivered measurable impact, outperforming generic audience targeting strategies.
- ✓ Real-time optimization allowed us to overdeliver impressions by 900K without inflating costs.

## **Final Impact:**

DXKulture's local-first, data-driven strategy provided our Airline Client with authentic, high-impact audience engagement, proving that the right mix of personalization, premium placement, and smart targeting delivers real, measurable results.



**Let's build your  
next high-impact  
campaign—  
Contact us today!**