

big

Customer Success story using AI Alpha[★]



Client
Vertical
Campaign Dates

bp - Mindshare New Zealand
Energy - Oil/Gas/Sustainable technologies/Renewable Energy
1 August 2024 - 31 October 2024

bp's Challenge

- **bp's challenge was focused on connecting with decision-makers** responsible for fuel card solutions within businesses. The goal is to engage professionals and industries managing fleets of vehicles to showcase its offerings and strengthen partnerships that help businesses streamline their fuel management needs effectively.
- **Ensure bp's new Fuelcard benefits are clearly understood with its target market** & create a sense of urgency around the limited offer.
- **Drive traffic to the bp site to get users to register for the fuel card.**

Key Outcomes

- bp's message resonated strongly with its target market, achieving an **impressive average 10.33 seconds of attention time** per user. This translated to a remarkable total of **3 days, 6 hours, 3 minutes and 38 seconds of engagement** from busy professionals, proving to be highly cost effective when compared with other advertising channels. With engagement time benchmarks (the average time someone has engaged with the ad - swipe, scroll, touch etc), sitting at an **average of 4 seconds**, BigAds was able to **exceed this by 26%** when using AI Alpha.
- **BigAds delivered significant reach & scale** with 1.4M targeted impressions delivered to 410K business decision makers across premium NZ environments.
- The use of clear to understand creatives, combined with relevant targeting and the power of AI Alpha led to the campaign shattering industry benchmarks and achieving its goal of reaching quality users, driven to the website:
 - **CTR's over 0.31% (1.55x times benchmark)**
 - **Eng Rate over 29.62% (14.81x times benchmark)**
 - **Viewability over 76% (1.52x times benchmark)**
- This **campaign successfully avoided 33.01% of carbon emissions** by using the clever decarbonise options from BIG, in collaboration with Scope 3. That's equivalent to 695+ km driven by a petrol powered car.

Solution from BIG using advanced AI

The proprietary new **AI Alpha** adtech from BIG, ensured the new bp Fuelcard was understood & drove registrations on their website with the following solution:

Analyse the creative complexity to ensure the right amount of attention. AI Alpha analyses creative to calculate the required attention time for ads to be understood by consumers.

It specifically analyses: Ad formats type, Counts words, Call-to-action complexity etc.

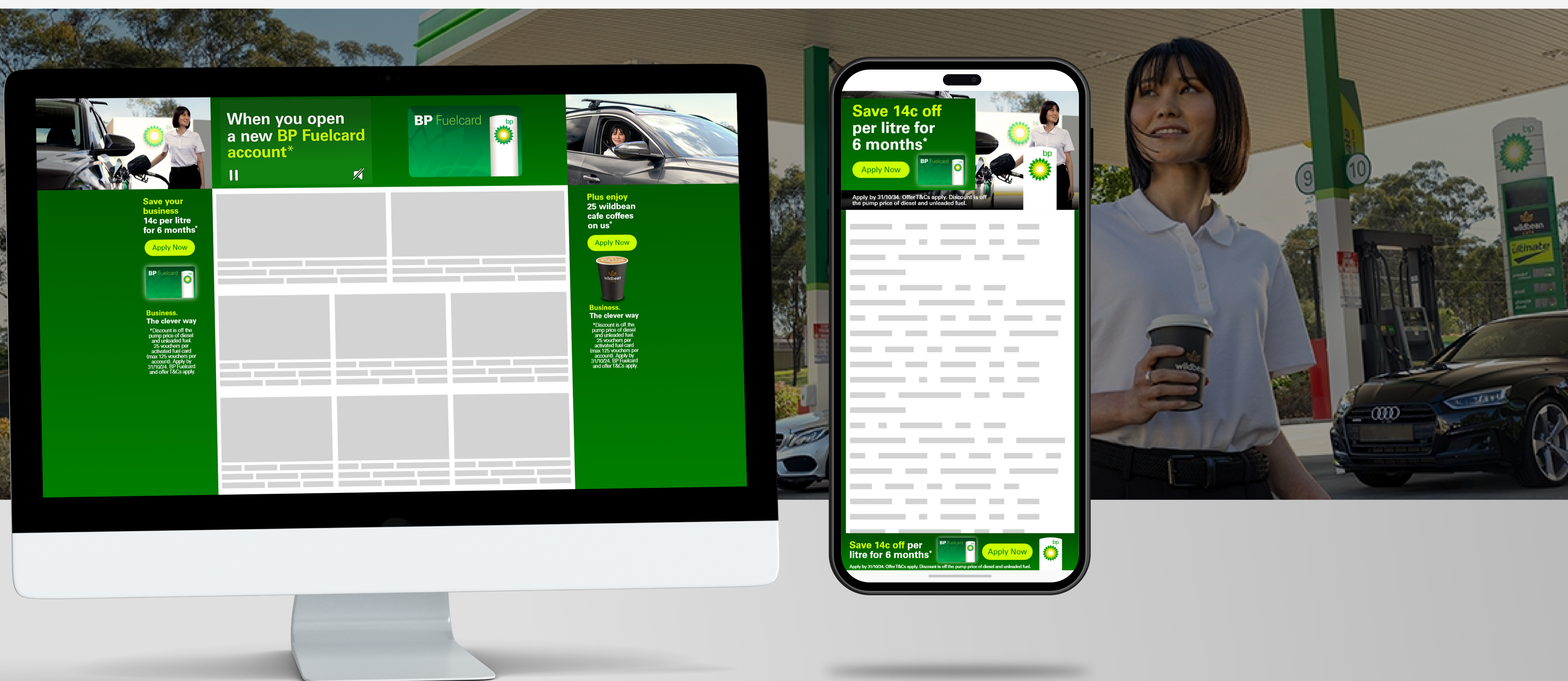
- AI Alpha analysed the creative message and recommended 3.4 secs per impression – BigAds delivered 10.33 Secs per impression.

Guaranteeing engagement with the target market in contexts that foster positive brand associations

- In Collaboration with Double Verify, bp targeted the appropriate DV contextual segments (ie. Business Decision makers) to ensure bp's message was targeted to the positively primed contextual environments across NZ publishers.

Optimizing Engagement Through Premium Ad Placements and AI-Driven Insights.

- AI Alpha is constantly analysing our premium NZ publisher network ad placements to ensure the campaign was delivered across high attention ad placements, driving excellent results.



Pro-Skin Desktop Video and Pro-Skin Mobile formats shown

Customer testimonial

"We collaborated with BigAds to trial AI Alpha, seeking a solution that would ensure our brand message was not only unmissable to a highly specific audience but also memorable. The results were impressive, with strong performance in attention time, click-through rates (CTR), and viewability metrics. By leveraging BigAds, we achieved scalable takeovers of premium sites, driving meaningful engagement through a cost-effective approach, a significant advantage in today's challenging economic climate. This enabled bp to secure more placements for extended periods, with AI Alpha providing continuous insights to refine and optimize targeting in real-time".

Duncan Collins
Senior Digital Director, Mindshare NZ

