

big

# Customer Success story using AI Alpha

Client  
Vertical  
Campaign Dates

**Diocesan School Open Day - OMD**  
Education - School  
9 February 2025 - 8 March 2025



## Diocesan School for Girls, NZ Challenge

- Diocesan School for Girls sought to **build awareness of their open day** and reinforce perceptions of what sets them apart.
- Their message needed to be shared. More than strong academics, DIO is a place where ambitious girls are encouraged to dream bigger and grow into futures beyond what they imagined.
- Diocesan is an all-girls independent Anglican school with around 1700 students from Preschool to Year 13 offering both day and boarding, located in Epsom, Auckland.

## Key Outcomes

- DIO's message reached the right audience. Through the use of AI Alpha, this campaign optimised itself to deliver a total **63 days, 29 hours, 48 minutes, and 19 seconds** of consumers' attention.
- With a strong **average attention time of 9.63s** per user.
- **Delivering significant reach & scale** with 713K targeted impressions delivered to 200K parents across premium publisher environments.
- The use of AI Alpha and smart DV targeting led to the campaign shattering results, spreading awareness of the Diocesan School Open Day:
  - **Avg. CTR of 0.24%**
  - **Avg. Viewability Rate of 66.29%**
  - **Avg. Engagement Rate of 7.45%**
  - **Avg. Engaged Time of 5.34s**
  - **Avg. Attention Time of 9.63s**

# Solution from BIG using advanced AI

- **AI Alpha** and the below **bespoke targeting** ensured DIO's message was seen for the right time, in the right places, to the right audience.
- To drive impact, there was an implemented geo-targeting of a **10km radius** around the school, ensuring we reached the most relevant local audience. Paired with a premium, **bespoke site list** for Diocesan to align with brand tone and quality. We further overlaid **DoubleVerify's brand safety filters and audience segmentation** to reach the desired parents in high-income households.
- **Analyse creative for optimal attention time.** AI Alpha analyses the following factors to determine the seconds of attention needed for a specific advertisement to be fully understood:
  - Imagery (Colours, Pixel Density, etc.)
  - Call-to-Action Complexity (number of words, etc.)
  - Where the message sits in the Marketing Funnel.

This campaign optimised attention, delivering an average of **9.63 seconds of attention per user.**

\* *Lite* | *Pro-Scroll* | *Carousel*



**Diocesan School For Girls,  
Auckland NZ.**

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Account Executive, OMD**

