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CUSTOMER STORY:

COX COMMUNICATIONS

Driving Conversions While
Lowering CPA on Facebook



OVERVIEW

Cox Communications has been using SundaySky's video-powered experiences for eight years to deliver unique, individualized messages through traditional video publisher channels. At the end of 2016, Cox Communications expanded its deployment of video-powered experiences to Facebook in order to explore whether even greater individualization and performance could be achieved by combining SundaySky's Video Experience Platform with the reach of the Facebook ads platform.

Cox delivered video-powered experiences at moments of choice to recent Cox.com visitors on Facebook. By delivering offers related to products and services they had viewed on Cox.com, Cox was able to pre-emptively establish a relationship with potential customers and increase the company's brand recognition.

The program leverages SundaySky's Video Experience Platform to achieve Cox's online revenue goals of maximizing the number of revenue-generating orders on its website while also lowering the cost per acquisition (CPA) as the program optimizes.

SOLUTION

SundaySky's Video Experience Platform allows Cox to deliver highly relevant video-powered experiences to prospective customers on Facebook, while continually measuring and optimizing the performance of each video. SundaySky's video platform buys premium Facebook inventory using Facebook Web Custom Audiences (WCAs), algorithmic targeting, and programmatic buying to deliver 15- and 30-second individualized in-stream, auto-play ads. Each ad is individualized to the viewer based on his or her browsing behavior on the company's website as well as his or her browsing behaviors and content interests on Facebook.

PERSONALIZATION MATTERS: CONTENT & CREATIVE

The individualized video advertising program leverages on-site purchase history, contextual browsing behavior, and Facebook attributes to drive buyer activation and conversion. At right is a list of data attributes used to create individualized ad experiences on Facebook. Content derived from Facebook data determines the user's WCA segment while the Cox.com data attributes the dynamic creative elements, providing deeper individualization of the video content and making it more relevant to the viewer.

CONSUMER DATA ATTRIBUTES

- Last service / product / package viewed on-site
- Page reached in registration process before abandoning site
- Cox.com site visit recency & frequency
- Facebook profile interests
- Content viewed on Facebook

SOLUTION

INDIVIDUALIZED AD STORY VARIATIONS

By leveraging dynamic creative elements and user data, both the video ad content and the creative look and feel are individualized for each viewer, delivering the most relevant ad experience possible. Using Facebook's sports, entertainment, and technology WCAs, SundaySky developed user persona stories that deliver relevant messaging and creative to the users in each respective WCA segment. These videos contain dynamic creative assets that change based on user data attributes.

For example, a user who had browsed premium cable packages on Cox.com and fits into the Facebook Entertainment WCA segment would receive a video ad featuring the latest seasonal entertainment content, such as the newest season of HBO's "Westworld" series, and highlighting the Cox Premium Cable Package with overtly individualized details, such as pricing based on the user's geo-location, encouraging them to return to Cox.com to complete their purchase. Below is a list of the dynamic creative elements leveraged:

DYNAMIC CREATIVE ELEMENTS

The user persona story provides the framework of individualization for each video-powered experience. The variety and sequence of the creative elements change based on the data attributes of the viewer, such as:

- Persona story
- Narration
- Premium cable content
- Product offering/package
- Price
- Seasonal video content



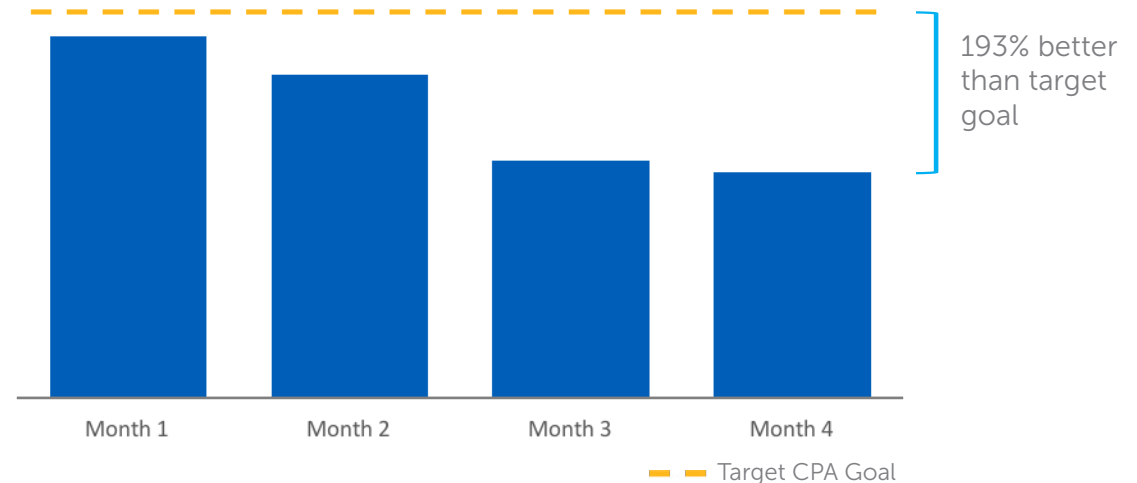
RESULTS

DRIVING NEW ORDERS & LOWERING COST PER ACQUISITION

Cox's paid digital advertising programs aim to drive online orders within a targeted cost per acquisition (CPA) goal. Because this is a new program for Cox, the business used its average video ad CPA as a target benchmark to measure performance. Using Facebook's advanced attribution system, Cox is able to measure the noticeable reduction in cost per acquisition (CPA) over the lifetime of the program. During the first month, SundaySky's individualized video program on Facebook performed better than Cox's target CPA goal.

Within a few months, SundaySky's individualized video program on Facebook outperformed Cox's target CPA goal by 193%.

CPA Results Against Target Goal



CUSTOMER TESTIMONIAL

"SundaySky's personalized video is delivering better results than any other video tactic we've tried in the past on Facebook. In fact, this personalized video program is outperforming all of Cox's other Facebook tactics in regards to cost per acquisition. We are seeing results almost 200% better than what we set out to achieve while maintaining a scale that is meaningful to our business in order to reach our customers where they are spending more and more time."

Todd Campbell

Senior Manager, Digital Media
Cox Communications

ABOUT SUNDAYSKY

SundaySky is transforming customer experience for the world's most demanding brands, enabling them to deliver video-powered experiences that drive breakthrough outcomes at moments of consequence across customer journeys. With SundaySky's Video Experience Platform, brands generate millions of unique digital experiences annually that transform high-stakes moments of consumer frustration, confusion or indecision into moments of engagement that delight and inspire customers to action. Proven with companies like 1-800 Contacts, AT&T, Citi, Staples, UnitedHealthcare, Verizon, and many others, SundaySky's unparalleled platform and unmatched domain expertise equip brands to achieve step-change business results and quantifiable value from increased revenue, reduced costs, lower churn, and higher customer satisfaction.



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