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CUSTOMER STORY:

## COX COMMUNICATIONS

Driving Conversions While  
Lowering CPA on Facebook



# OVERVIEW

Cox Communications has been a SundaySky customer for five years, running personalized video ad programs through traditional video publisher channels. At the end of 2016, Cox Communications expanded that program to Facebook to see if greater levels of personalization and performance could be achieved by combining the dynamic capabilities of SmartVideo technology with the reach of the Facebook ads platform.

The program targets recent Cox website visitors on Facebook and delivers them a relevant video ad with offers related to products and services they had viewed on Cox.com. The program leverages SundaySky's SmartVideo 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 SmartVideo platform allows Cox to deliver the most relevant ad, at the exact right moment, to the exact right viewer on Facebook while continually measuring and optimizing performance. The SmartVideo platform buys premium Facebook inventory using Facebook Web Custom Audiences (WCAs), algorithmic targeting, and programmatic buying to deliver 15- and 30-second personalized 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 SmartVideo 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 personalized 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 personalization 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

## PERSONALIZED AD STORY VARIATIONS

By leveraging dynamic creative elements and user data, both the video ad content and the creative look and feel are personalized for each individual 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 have dynamic creative assets within them that change based on user data attributes.

For instance, a user who had browsed premium cable packages on Cox.com and that fits into the Facebook 'Entertainment' WCA segment, would receive a video ad featuring the latest seasonal entertainment content, such as HBO's "Westworld" series, and highlighting the Cox Premium Cable Package with overtly personalized 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 personalization for each video ad. 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



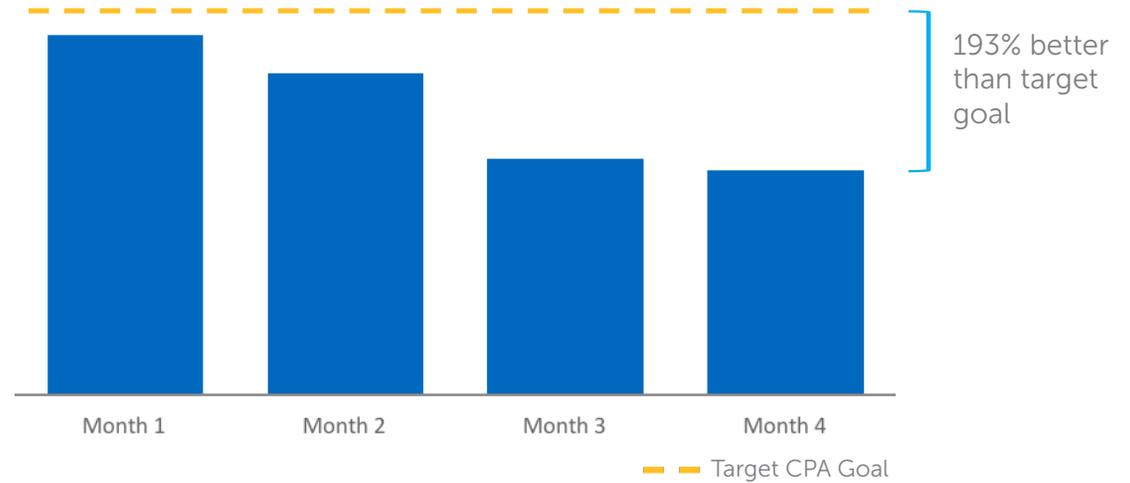
# RESULTS

## 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. Within the first month, SundaySky's SmartVideo program on Facebook performed better than Cox's target CPA goal.

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

### CPA Results Against Target Goal



## CUSTOMER TESTIMONIAL

**"SundaySky's SmartVideo is delivering better results than anything we've tried in the past with video 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 the relationship between brand and customer through personalized video. Our platform, built on proprietary SmartVideo technology, combines the power of video with personalized storytelling at scale to foster long-term customer relationships. The SmartVideo Platform lets marketers communicate to an audience of one and easily create, manage and optimize real-time personalized video programs throughout the customer lifecycle. AT&T, Comcast, Allstate and other industry-leading brands partner with SundaySky to engage prospective and current customers, resulting in higher revenue, lower costs and deeper loyalty. SundaySky is headquartered in New York City with offices in Tel Aviv and Tokyo.



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