



CPG Brands Score Big with Smart Ads

The Challenge

A leading premium beverage brand wanted to drive brand awareness in a fun, engaging way during football season.

The Solution

The brand leveraged Yahoo! Smart Ads to target 5.4M+ Yahoo! Fantasy Football registered users with a 'smack' campaign.

Smart Ads leveraged the power of Yahoo! user data to identify team names of users and their competitors. In the spirit of friendly competition, the advertiser encouraged users to get social with Smart Ads. Users were served personalized ads featuring their own team name encouraging them to customize their own humorous 'smack talk' messages to send to other players. Once the competition received 'smack' from their opponent online, they could then customize their own 'smack' messages to send right back - all within the ad itself.



The advertiser's brand imagery and messaging were present throughout the ad experience. The campaign yielded extremely high engagement with Yahoo! Fantasy Football users (over 1M interactions).

The Results

27 seconds

average brand
interaction time

.41%

CTR