



Smart Ads for Homepage Drives Lift for Brand Advertisers

The Challenge

At the height of tax season, a top tax software company wanted to leverage the massive reach of the Yahoo! Homepage (over 31 million users per day) while engaging users as individuals.

The Solution

To help meet brand objectives, the advertiser used Smart Ads for Homepage to deliver relevant ads at scale to Yahoo! Homepage users in Q1-Q2 2012.

Smart Ads tapped into the power of Yahoo! user data to serve personalized ads to users based on gender and behavioral data. Ad content was optimized for each user in real-time with images, icons, messaging and CTAs to yield the best performance throughout the duration of the campaign.



The Results

40%
.75%

Lift over
control ads

CTR

Campaign performance exceeded advertiser expectations with an eCPA of \$33 (advertiser goal was \$60) and a significant lift in CTR over control ads.