

Vertical Spotlight

Technology & Telecommunications

Case Study | Sonata Social Extension for qualified traffic

SONATA SOCIAL EXTENSION

How telecom brands use Social Extension for results

Social Extension brings the best of social media - high engagement and visual formats - to the Sonata programmatic ecosystem. It serves social media creatives and promoted content on inventory outside of social platforms.

Programmatic ad exchanges reach over 90% of all users on the internet, and display inventory is usually less pricey than social networks resulting in highly cost efficient social formats with extensive reach and engagement as well as the opportunity to apply proprietary data.

See how a large telecommunications advertiser leveraged Social Extension and machine learning optimization to drive qualified traffic.



CASE STUDY

Telco brands drive measurable results with Taptap Social Extension and Sonata MORE predictive AI

VERTICAL
TECHNOLOGY / TELECOM

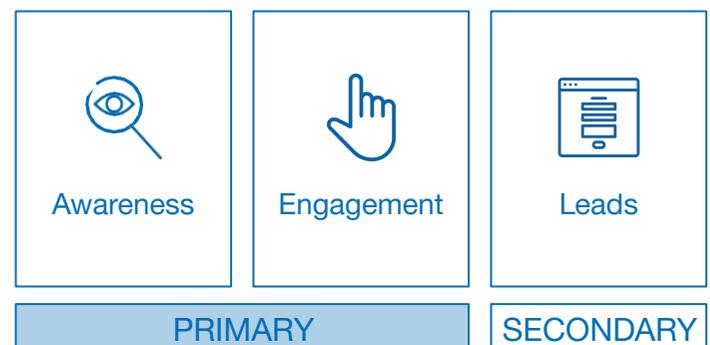
CHANNELS
SOCIAL AD EXTENSION

Though the campaign optimized for awareness, the combination of Sonata MORE and Social Extension helped this brand connect with such relevant audiences that **clicks turned into leads**

CHALLENGE

This telco is on a mission to provide accessible speedy internet to everyone in the country. In the context, a strong, reliable and rapid connection matters more than ever because our homes have become our entertainment, our offices and schools. Taptap was tasked with generating cost-effective awareness throughout the country.

KPIs



PROFILING

The brand wanted to engage people living in suburbs who were in need of high speed internet. Together we crafted an Audience Universe that **included people within the service network who were comparing pricing for fibre internet.**

We took an approach that **combined both their physical and digital footprint** to reach the most interested and qualified users.

TAGS:

X AUDIENCE UNIVERSE

X INTENT SIGNALS

ACTIVATION

The client came to the table with extensive creative development and an already active social media presence, so as an initial step, we suggested **Social Ad Extension** - a newer ad channel in the Sonata omnichannel DSP that serves social media formats across display inventory, conserving resources by leveraging existing assets. **Why social on display?**

- *More reach & cost efficiency*
- *Data found outside social networks*
- *Opportunity for remarketing & omnichannel campaigns*

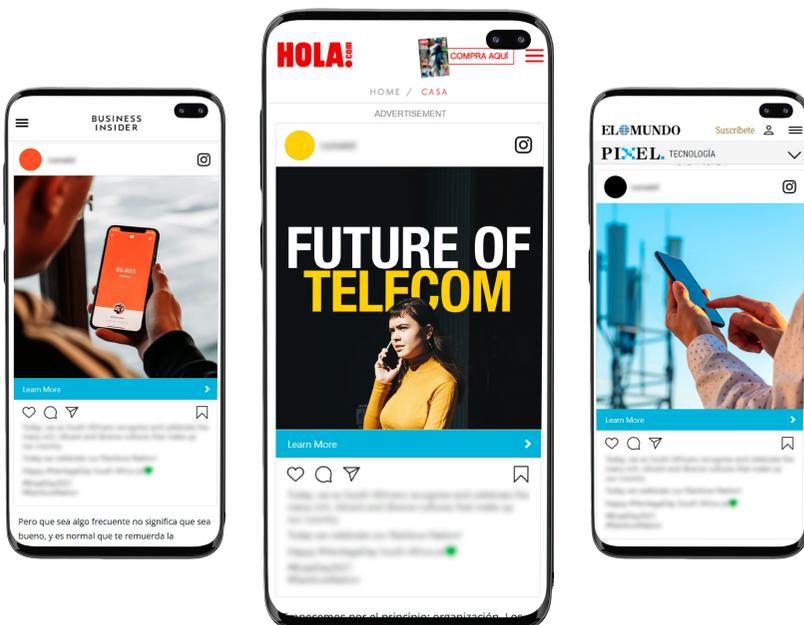
The Taptap operations team activated **Sonata MORE artificial intelligence optimization to push results even further**, reaching more of the right people faster, further driving down costs of KPIs.

TAGS:

X SOCIAL AD EXTENSION

X SONATA MORE

X SPO



MEASUREMENT & RESULTS

The intent of the campaign was to generate interest and engagement with this internet provider, but the results went above and beyond.

Though the campaign optimized for awareness, the combination of Sonata MORE and Social Extension helped this brand drive highly qualified traffic that ultimately became leads.

PERFORMANCE

0.6%

CLICK THROUGH RATE

32

LEADS FORM COMPLETIONS

