



SignalTap

Case Study

Fueling Efficient Growth at Scale: How Mavern Turned Context Into Conversions for a National Pet Retailer

Case Overview

Client & Partner: Driving Efficient Conversions for a Leading, National Pet Retailer (both anonymous)

Activation: Display via DV360, SSPs via Index Exchange, OpenX and PubMatic

Challenge:

A top national pet retailer was looking to scale its display investment without sacrificing cost efficiency. Traditional contextual tactics weren't delivering results, and CPM inflation across the open exchange was making performance unpredictable.

Our Approach:

Using **SignalTap**, we deployed **predictive contextual targeting** to identify high-intent pet ownership content — from wellness to seasonal gift guides to DIY pet care.

We activated inventory across multiple SSPs with real-time optimization logic that filtered low-relevance placements and reallocated spend toward converting supply. Our SPO engine ensured clean supply paths and minimized fee layers.

Why SignalTap for Retail:

Retail buyers win when contextual signals match intent. **SignalTap** identifies the moments that matter - product discovery, comparison, and cart driving content - then routes spend toward the supply that consistently convert.



Performance Highlights

- **Blended CPA: \$0.99** across more than 29,000 attributed conversions
- **100% contextual and cookie-free** activation
- **No reliance on 3rd-party data** - all audience modeling driven by page-level content signals
- **Consistent daily conversion volume**, even across long-tail inventory

Impact:

SignalTap's predictive modeling filtered out low-quality placements before the bid, while dynamic in-flight adjustments amplified performance from relevant domains. The result: scaled display that delivered results — not just impressions.

Insights:

- Context signals tied to real-world pet buying behaviors drove strong conversion efficiency
- Eliminating weak supply paths early kept scale predictable and results consistent
- High-intent domains were reinforced automatically, maximizing daily conversion volume

