



# SignalTap

## Case Study

**Fueling Growth at Scale: How Mavern Delivered Privacy-Safe Performance for a Regional Financial Institution**

# Case Overview

**Client & Partner:** Regional financial institution + independent digital agency (both anonymous)

**Activation:** Display via OpenX, optimized in The Trade Desk toward SMB owners and key decision-makers

## Challenge:

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Reaching small-business owners without IDs has become challenging. Third-party data is fading, and generic context can't pinpoint real business-decision intent. The client needed scalable, privacy-safe reach to entrepreneurs actively engaging with business content — without cookies or retargeting.

## Solution:

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Our **PredictivePMP**, powered by the **SignalTap AI contextual engine**, identified finance and entrepreneurship content across OpenX and activated real business-intent signals through The Trade Desk for cleaner performance.

Activating this audience through **OpenX's OpenAudience Data Marketplace** at a **\$0 CPM** delivered efficient scale to qualified SMB operators without added data cost.

## Our Approach:

We used a direct OpenX integration for transparent supply access, with **SignalTap's** semantic modeling isolating SMB-decision intent in real time. The campaign optimized performance using contextual and engagement signals, delivering a 100% privacy-safe strategy.



# Performance Overview

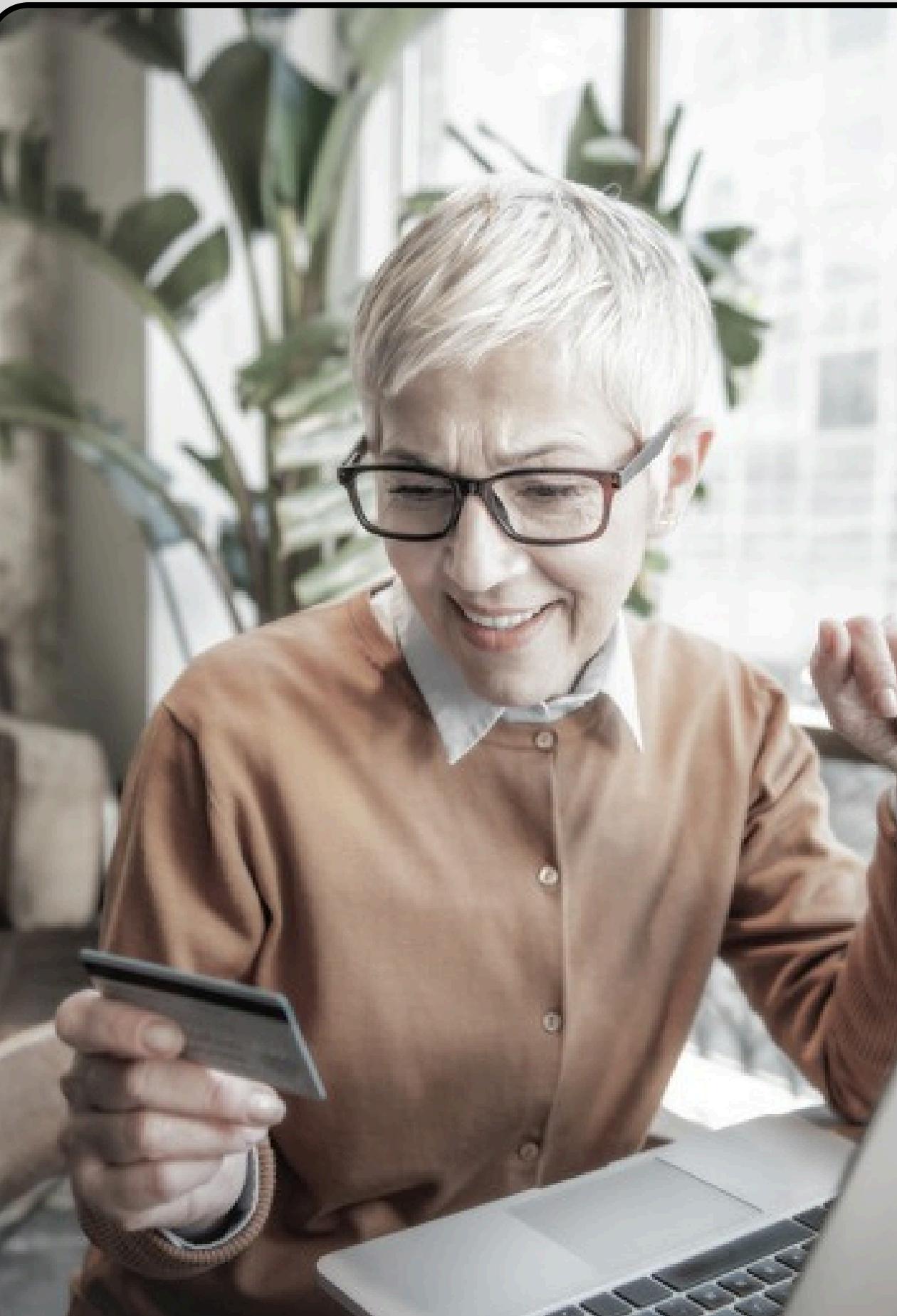
- **\$0.36 CPA achieved** through The Trade Desk
- **70% lower than industry benchmarks for SMB display acquisition**

## Impact

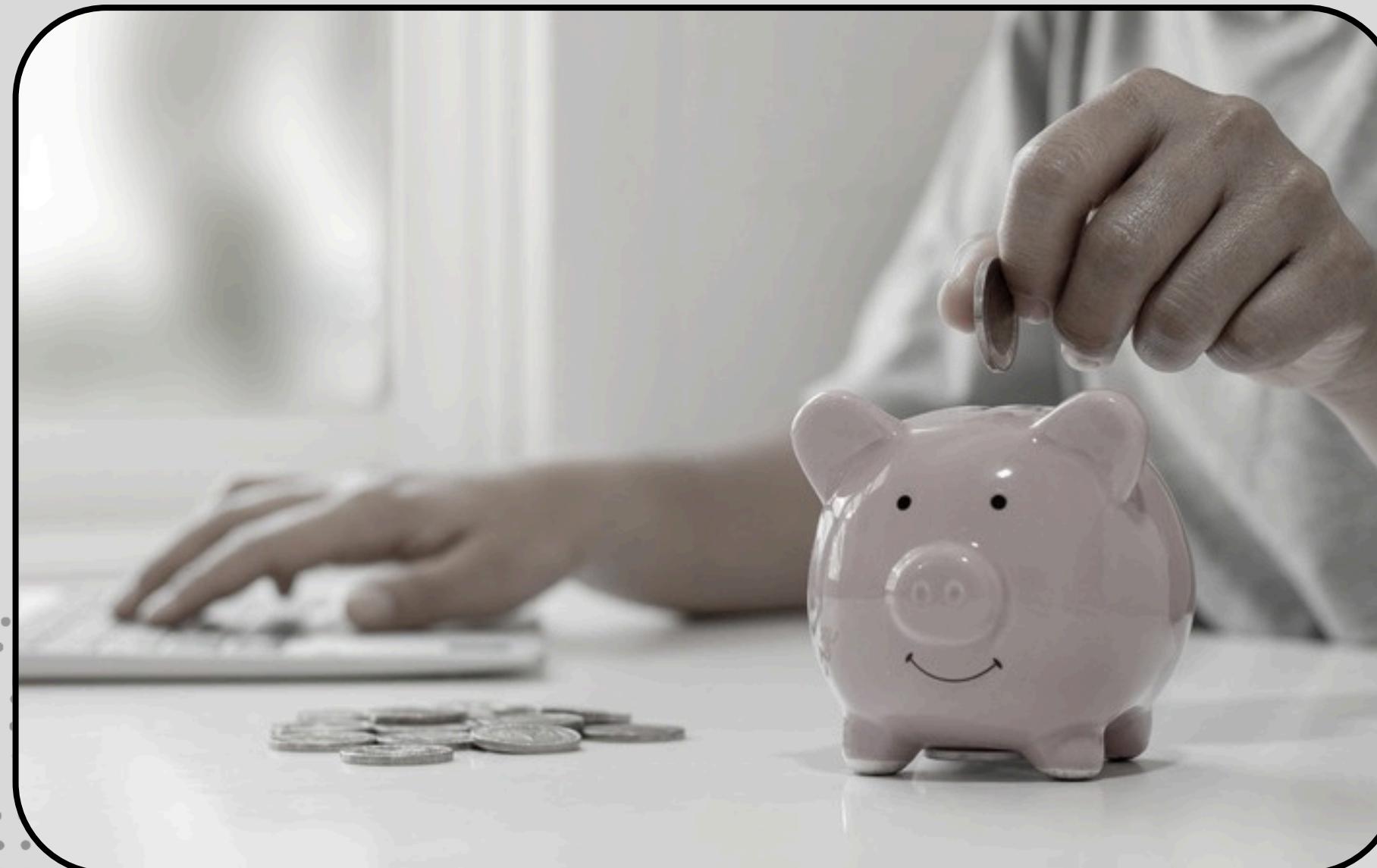
The **PredictivePMP** outperformed traditional audience and data-driven approaches, proving that contextual relevance—when modeled semantically—can deliver superior efficiency in a cookieless environment.

## Insights:

- AI contextual modeling uncovered high-value environments like articles on hiring, credit, and business growth—signals of real purchase intent.
- SSP-level transparency and OpenAudience activation through OpenX enabled efficient pricing and extended reach.
- Demonstrated that precision and privacy can coexist—achieving benchmark-beating CPAs while remaining fully ID-free.



# Let's Build Smarter Together



## From Retail Promos to Patient-Centric Campaigns, We Drive Results That Convert

Whether you're promoting time-sensitive offers or building awareness for high-consideration services, **SignalTap's contextual intelligence** ensures your message reaches the right audience—at the right moment—across channels. Our agile targeting and real-time optimization approach is built to boost engagement, drive conversions, and deliver performance where it matters most.

Let's talk about how **smarter curation** can power your next campaign.

**SignalTap: Smarter Contextual at Scale**