DoubleVerify

CASE STUDY
DV SCIBIDS AI™



DV Scibids AI™ Helped Colgate-Palmolive Malaysia Achieve a 79% Increase In Unique Shopee Visitors

Background

Colgate-Palmolive, a worldwide household brand name, is renowned for its wide range of products that span oral care, personal care, household care and pet nutrition. As a key player in the consumer goods industry, Colgate-Palmolive Malaysia wanted to scale brand visibility and boost consumer engagement in today's crowded digital marketplace. To improve its programmatic advertising campaigns' efficiency and drive unique visitors to its store on Shopee, an e-commerce platform, Colgate-Palmolive Malaysia implemented the use of DoubleVerify's (DV) Scibids AI™, an industry-leading, AI-driven tool that powers campaign optimization to help brands deliver real business outcomes.

Solution

Colgate-Palmolive Malaysia activated DV Scibids AI on its programmatic buying platform, leveraging the latter's custom bidding feature to provide more variables to score impressions and allow for granular bidding models in relation to the KPIs that the brand had set out to achieve.

With custom bidding models built to optimize consumer engagement at scale while maximizing cost efficiency, Scibids AI focused on boosting impression reach and fine-tuning bids for click volume to enhance CPC efficiency and CTR, all while staying below the benchmark CPM.

Scibids AI consistently monitored campaign settings and made recommendations to maximize the impact of its custom bidding models. It refined over 122 buying models during the campaign, continuously adjusting bids and allocating budget to high-performing line items across multiple KPIs such as CTR, CPM and Cost-Per-Unique-Visitor.



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Results

The strategic implementation of DV Scibids AI boosted click volume by 46 percent within just a few days of activation, achieving the CPC goal while delivering a 7 percent better CPM than initially planned, as compared to Colgate-Palmolive's previous campaigns. More importantly, the one-month long campaign drove a 79 percent uplift in unique visitors to its store on Shopee, and a 420 percent increase in units sold, which was the brand's main objective, demonstrating the effectiveness of improved media buying efficiency.

With DV Scibids AI's compatibility with a variety of data signals, advertisers like Colgate-Palmolive can establish custom KPIs and automate the optimization process to deliver on their true business objectives.

+46%
Clicks

+79%
Unique Shopee Visitors

+420%
Units Sold

> *In a crowded online environment with competitors vying for the same audiences, we needed to be able to increase visitors to our Shopee store from external channels while ensuring effective use of our media budget. The implementation of DV Scibids AI has helped us to achieve these multiple KPIs, reducing the time we might have needed to take for optimizing our media spends while ultimately supporting our goal in driving incremental visitors.*
>
> **Rhea Teves**, Regional Director, Digital Channels and Media, Colgate-Palmolive

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