COGNITIV | CONTEXTGPT™

VACCINE BRAND LOWERS COST PER CONVERSION BY 43% WITH CONTEXTGPT™



THE CHALLENGE

The vaccine brand sought to reach parents of adolescents through wellness-focused contextual messaging, while avoiding placement alongside vaccine-related content. Success was measured by cost per gross conversion and cost per on-target reach, capturing both vaccine uptake and accurate reach to the intended audience. Traditional audience segments proved too costly for the brand in the past, necessitating a more efficient way to surround relevant health content within regulatory constraints.

THE APPROACH

By leveraging ContextGPT's™ AI-powered, chat-based targeting, the brand was able to precisely reach parents of adolescents without appearing alongside vaccine-related content. Using multiple natural-language prompts to describe ideal content environments, ContextGPT dynamically matched each prompt to the most relevant URLs in real time, enabling scalable and brand-safe targeting. These prompts enabled the brand to reach parents across a wide range of content topics, including:

- Ensuring health and safety during back-to-school
- Staying informed about children's health and preventing illness
- Maintaining both mental and physical well-being for kids
- Fostering habits that prevent sickness and support growth
- Managing the demands and risks of high school sports
- Guiding teenagers with independence, safety, and engagement

SAMPLE PROMPT

In the digital age, parents actively seek out trusted online content about children's health, reading articles that explain symptoms of common childhood illnesses, guidance on prevention, and ways to support their children's immune health. Our brand wants to align with educational, wellness-focused content that helps parents recognize early warning signs and make informed decisions that can reduce the impact of illness and time away from school.

RESULTS

43%

Below Cost per Gross Conversion Benchmark
($19.41 vs. $33.78)

18%

Below Cost per In-Target Reach Benchmark
($3.50 vs. $4.25)

©Cognitiv Corp. All Rights Reserved.