COGNITIV | AUDIENCEGPT

SCORING BIG WITH AI-POWERED TARGETING



THE APPROACH

To break through the noise during NCAA March Madness, a leading sportsbook brand partnered with Cognitiv to deepen brand awareness and consideration among passionate fans in four key states. Rather than relying on broad demographics, the brand used a full-funnel strategy focused on emotional and contextual engagement. Powered by ContextGPT™ and AudienceGPT, the campaign delivered real-time, cross-device messaging within the content fans were actively consuming.

Tactics Used:

- **ContextGPT (OLV):** AI-driven content targeting focused on fan behavior and competitor conquesting around NCAA tournament content
- **AudienceGPT:** Real-time CTV ads based on cross-device user behavior, aligning creative with intent
- **Creative:** :15 and :30 video spots delivered across premium inventory

GENERATIVE AI AT WORK

ContextGPT customized prompts to pinpoint content tied to basketball superfans, sports betting articles, and tournament buzz. Simultaneously, AudienceGPT leveraged Cognitiv's ID Graph to connect ad exposure across devices, increasing relevance with every impression.

- **Contextually Relevant Targeting:** Ads placed alongside live sports news, brackets, and betting guides
- **Cross-Device Consistency:** Recognized users across mobile, desktop, and smart TVs
- **Frequency Tuning:** Optimized impressions: 4–9x on CTV, 1–3x on desktop/mobile

THE TAKEAWAY

This campaign turned March Madness into a masterclass in marketing precision. With Cognitiv's AI-powered contextual targeting and dynamic CTV activation, the sportsbook brand transformed real-time fan engagement into high-impact brand connections. As the sportsbook market expands, this campaign proves AI is a strategic advantage.

RESULTS

98.9%
CTV VCR

82.7%
OLV VCR

Lucid Brand Lift:

- **+18.1%** Brand Awareness
- **+8.0%** Brand Consideration
- **+12.9%** Purchase Intent

Key Audience Wins:

- Strongest brand lift among:
  - Men aged 21-40
  - Blue collar workers
  - $50K-$100K income earners

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