Sonata MORE

Click Through Rate

Case Study
Sonata MORE
CTR

ALL MEDIA CHANNELS

Taptap conducted a series of **A / B testing to put Sonata MORE, multivariable machine learning performance optimization, to the test**. Hundreds of campaigns and **millions of impressions** were tested during a month timeframe.

Sonata MORE models are built on campaign KPIs and train on billions of historical and real time data signals to make **predictive buying decisions**. The right impressions at the right price to drive down KPI costs.

KPI	VERTICAL	MARKETS	COST MODEL
Click Through Rate	Retail	Europe	CPM
	QSR	LATAM	CPC
	CPG	*+Others*	
	+Others		

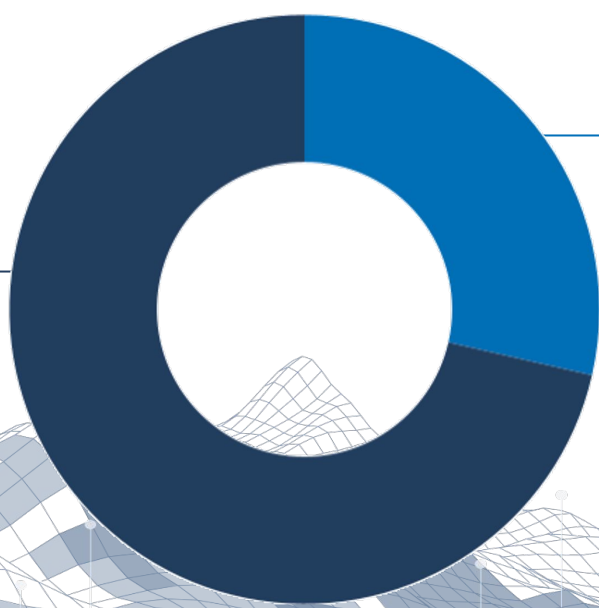**Click through rate without Sonata MORE**

0.91%

Click through rate with Sonata MORE
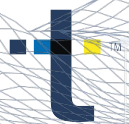
>2.12%

Lift in click through rate

+133%

Impressions delivered across **a wide array of contexts, audiences and strategies** for many brands

Impressions *Without* MORE
77,000,000

Impressions *With* MORE
192,000,000

Sonata MORE

View Through Rate

Case Study
Sonata MORE
VTR

VIDEO FORMATS

Taptap conducted a series of **A / B testing to put Sonata MORE, multivariable machine learning performance optimization, to the test**. Hundreds of campaigns and **millions of impressions** were tested during a month timeframe.

Sonata MORE models are built on campaign KPIs and train on billions of historical and real time data signals to make **predictive buying decisions**. The right impressions at the right price to drive down KPI costs.

KPI
View Through Rate

VERTICAL
Auto
Travel
Technology
+Others

MARKETS
Europe
South Africa
+Others

COST MODEL
CPM
CPV

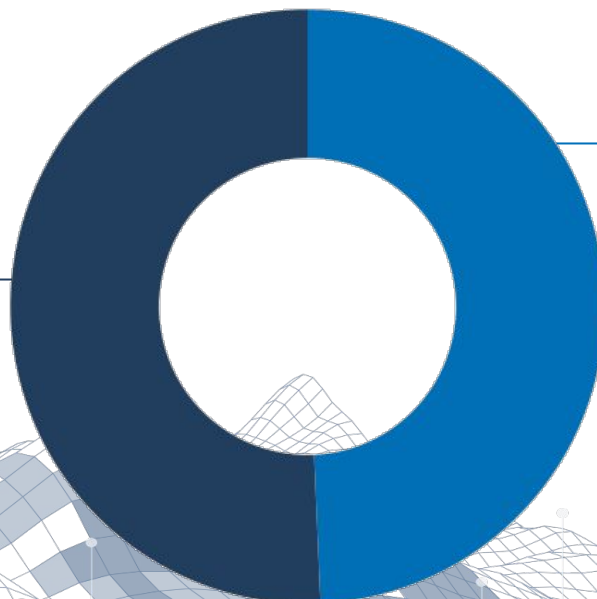**View through rate without Sonata MORE**

46.5%

View through rate with Sonata MORE

>73.3%

Lift in view through rate

+58%

Impressions delivered across **a wide array of contexts, audiences and strategies** for many brands

Video Impressions *Without* MORE
2,000,000

Video Impressions *With* MORE
2,200,000