

# Blueprint Case Studies



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# US



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# Customers are seeing the performance!



## Insurance

**↓34%**

Average decrease in CPA

**↓27%**

Average decrease in cost per quote start

Source: Yahoo internal data, Q2 2024. Based on CTV and OLV campaigns with Yahoo Blueprint Performance vs. without.



## Streaming

**↓38%**

Lower CPA

**↓44%**

Lower eCPM

Source: Yahoo internal data, Q2 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.



## Auto

**↓78%**

Lower CPA

**↓68%**

Lower CPC

Source: Yahoo internal data, Q2 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.

# Better outcomes across verticals



## Entertainment

**↓14%**

Lower CPM

**↓2%**

Lower CPA

Source: Yahoo internal data, Q3 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.



## Banking & Insurance

**↑28%**

More quote starts

**↑33%**

More quote completes

Source: Client data, Q2 2024. Based on digital video campaigns with Yahoo Blueprint Performance vs. without.



## Retail

**↓10%**

Lower CPM for campaign 1

**↓5%**

Lower CPM for campaign 2

Source: Yahoo internal data, Q3 2024. Based on CTV campaigns with Yahoo Blueprint Performance vs. without.

# US advertiser wins with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, US Advertiser sees impressive results.

**↓ 44%** lower eCPM

**↑ 56%** more impressions

**↓ 26%** lower CPC

**↑ 34%** more clicks

**↓ 38%** lower CPA

**↑ 62%** more conversions

and

**↓ 47%** lower than CPA goal

**Activate today!**



Source: Yahoo internal data, Q2 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.



# EMEA Vetted



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# Better performance across verticals



## Entertainment

**↓ 55%**

Lower eCPCV vs. goal

**↑ 122%**

More completed video views

Source: Yahoo internal data, Q3 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.



## Financial Services

**↑ 22%**

More conversions

**↓ 60%**

Lower CPA

Source: Yahoo internal data, Q3 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.



## SaaS

**↑ 3x**


Better conversion rate

**↓ 27%**

Lower CPA from W1 to W2

Source: Yahoo internal data, Q3 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.

# UK Financial advertiser wins with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, this UK brand has seen impressive results.

**↓ 22%** lower Post-click CPA

**↑ 15%** higher post-click conversion rate

**↓ 11%** lower CPC

**↑ 29%** better post-click ROAS

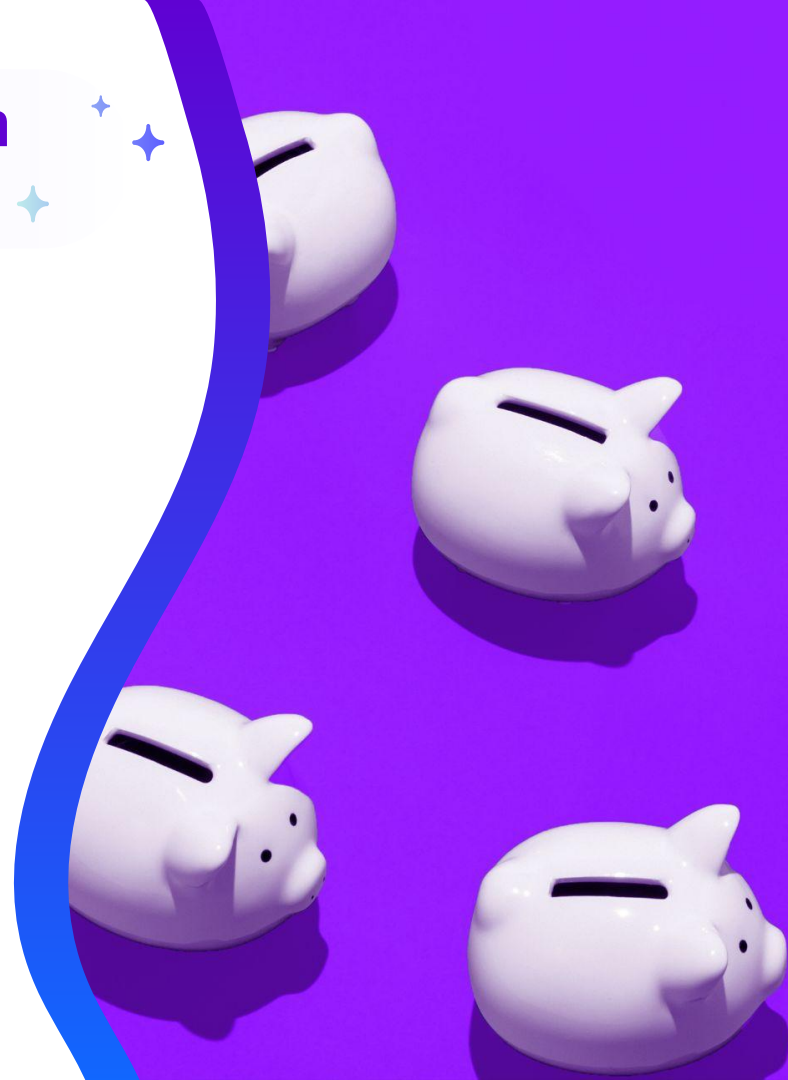
Media reinvestment due to Blueprint Savings has led to:

**↑ 33%** More post-view conversions\*

**Activate today!**



Source: Yahoo internal data, June 2024. Based on display RTG campaigns with Yahoo Blueprint Performance vs. without.





# UK Credit Card advertiser wins with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, this UK brand has seen impressive results with a CPA goal type.

**↓ 60%** lower  
CPA

**↑ 17%** higher  
CTR

**↓ 25%** lower  
CPC

**↑ 2.5x** better  
ROAS

Media reinvestment due to  
Blueprint Savings has led to:

**↑ 25%** More  
conversions\*


**Activate  
today!**



Source: Yahoo internal data, Q3 vs. Q2 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.



# UK Tech brand drives acquisitions with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, this UK brand has seen impressive results.

**↓ 5%**

lower CPA vs. campaign goal

**↓ 70%**

lower CPM vs. Max Bid

**↓ 73%**

Drop in CPA from the first 2 weeks to the final 2 weeks

Media reinvestment due to Blueprint Savings has led to:

**↑ 30%**

More conversions\*


**Activate today!**



Source: Yahoo internal data, July - Aug 2024



# Broadcaster wins with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, this UK media network has seen impressive results.

**↓14%** Decrease in eCPM  
from Aug to Oct

**↓31%** Decrease in CPA  
from Aug to Oct

**↑25%** Display activity with Yahoo Blueprint activated saw  
conversion rates 25% higher than without

Media reinvestment of over  
£2k thanks to Blueprint  
Savings has led to:

**↑18%** Additional  
Conversions\*


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today!**



Source: Yahoo internal data, Aug to Oct 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.



# VOD advertiser wins with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, this VOD brand has seen impressive results against their initial CPCV goal of €0.02.

Original CPCV goal: €0.02  
Achieved eCPCV: €0.009

↓ **55%**

lower  
eCPCV

Blueprint Savings over Ad  
Spend:

→ **15%**

Blueprint  
savings

Media reinvestment due to  
Blueprint Savings has led to:

↑ **122%**

More  
completed  
views\*

**Activate  
today!**



Source: Yahoo internal data, June 2024. Based on display RTG campaigns with Yahoo Blueprint Performance vs. without.





# UK Hotel wins with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, this UK brand has seen impressive results with a CPA goal type.

**↓ 23%** lower CPA

**↑ 17%** higher CPM

**↑ 25%** increased CPC

Media reinvestment due to Blueprint Savings has led to:

**↑ 22%** More conversions\*


**Activate today!**



Source: Yahoo internal data, Q3 vs. Q2 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.



# Major Auto brand wins with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, this auto brand has seen significant gains across their **video** & **display** activity

**↓ 47%** Lower CPCV from Aug to Sept

**2x** As many completed video views for same monthly budget

**↓ 55%** Lower CPA from Aug to Sept

**↑ 76%** Higher post-click CVR from Aug to Sept

Media reinvestment due to Blueprint Savings has led to:

**20%** More display conversions



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Source: Yahoo Internal Data, Aug - Sept '24




# CA



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# Canadian airline brand wins with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, this CA brand has seen impressive booking results.

**↓ 31%** lower Post-click CPA

**↑ 98%** higher post-click conversion rate

**↓ 29%** Drop in Post-Click CPA from the first 2 weeks to the final 2 weeks

Media reinvestment of \$9.8k due to Blueprint Savings has led to:

**↑ 23%** Additional Post-Click conversions

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Source: Yahoo internal data, Q3 vs. Q2 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.





# Pharma brand wins with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, this Pharma brand has seen impressive results.

**↓ 43%** Decrease in CPC  
from May to Sept

**↑ 112%** Increase in CTR  
from May to Sept

**↑ 10%** Activity with Yahoo Blueprint activated saw post-click  
conversion rates 10% better than without

Media reinvestment of over  
\$20k thanks to Blueprint  
Savings has led to:

**↑ 10%** Additional  
Clicks

**Activate  
today!**



Source: Yahoo internal data, Q2 - Q3 2024. Based on display campaigns with Yahoo Blueprint Performance vs. without.




# AUSEA



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# Australian auto brand wins with Yahoo Blueprint Performance

Since activating  Yahoo Blueprint Performance, this auto brand has seen impressive results on their Native spend

**↓10%** lower CPA

**↓37%** Drop in CPA from the first 2 weeks to the second 2 weeks

**↓6%** lower CPC

**↑72%** higher post-click conversion rate

Media reinvestment due to Blueprint Savings has led to:

**↑22%** Additional clicks and conversions\*

**Activate today!**



Source: Yahoo internal data, 5th Aug - 1st Sept. Based on Native campaigns with Yahoo Blueprint Performance vs. without.

