

Artsai | Pandora case study

With MoPub native video ads and Artsai adaptive marketing automation bidding technology, Pandora reduces re-engagement costs by 40%

Pandora is a music streaming service that uses the Music Genome Project® technology to curate a personalized music experience for every user.

To find their audience, Pandora worked with Artsai (a technology optimization partner of four years) and industry-leading agency 3Q Digital for a mobile native video campaign on MoPub Marketplace. Together, they achieved reduced re-engagement costs across Pandora’s always-on media. Using MoPub allowed Pandora to reach 6 million unique users over the course of the campaign.

Pandora and Artsai both benefited from the user-friendly, unobtrusive experience of native video creative. By using MoPub’s programmatic native video ads, Pandora was able to reduce re-engagement costs by 40% when compared to static native ads. The advertiser benefited by bringing back lapsed users for its music streaming service at an increased efficiency, given MoPub’s scale and high-quality user base.



“Native video on MoPub allows us to engage with quality content apps and subsequently connect with new users that we may not have access to with standard formats. Native video allows us to communicate with users in a meaningful way, in a seamless creative that facilitates education of our product features and benefits. This format even allowed us to lower costs while still hitting our goal of re-engaging lapsed users on Pandora efficiently.”

—Leah Atkinson, Sr. Digital Marketing Manager, Pandora

40%

reduced re-engagement costs compared to static native ads, October 2017

nearly

6 million

unique users reached

