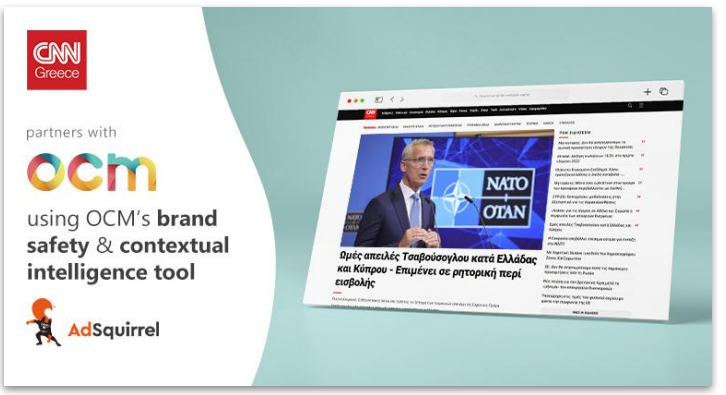
CNN.GR partners with OCM to minimize impression waste, optimize viewability and CTR using OCM's brand safety & contextual intelligence tool AdSquirrel

The challenge

Digital media group DPG owns and commercially operates a portfolio of leading websites (Newsbomb, Gossip-tv, Queen, OnMed etc.), as well as represents global publications with licensing agreements, like Cnn.gr. The nature of the trending news combined with strict blocking policies by 3rd party brand safety vendors resulted in their ad campaigns experiencing considerable impression waste on non-brand suitable articles. This also led to decreased KPI performance and lower overall generated revenue.



The approach

OCM developed a leading AI Brand Safety & Contextual Targeting tool, AdSquirrel. The mission of AdSquirrel is to help publishers fight impression waste and efficiently target ads towards brand-suitable content.

After integrating their ad campaigns through AdSquirrel, CNN had access to a plethora of valuable insights for all of their articles, extracted in real time from the article's context and available as targeting parameters in Google Ad Manager. With an under 100ms response time, AdSquirrel was able to analyze, block ads from loading on non-brand suitable environments and enhance advertising effectiveness.

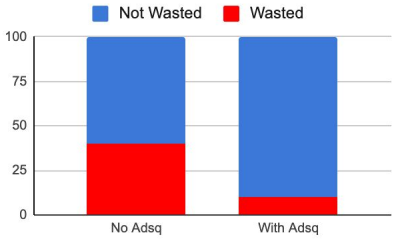
Once CNN started running their campaigns through AdSquirrel, they were able to mix-and-match its AI-generated insights and gain a considerable increase in their important KPIs (e.g. Viewability, CTR, Engagement).

The results

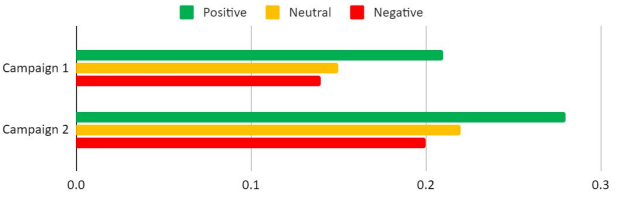
OCM, using AdSquirrel, managed to drastically improve the results for CNN Greece:

- 48% decrease of impression waste by restricting serving ads to articles predicted as brand safe.
- 18% average increase on viewability
- 14% average increase on CTR

Impression Waste (%) of two identically setup campaigns with & without AdSquirrel



Click-Through Rate distribution per AdSquirrel's News Sentiment prediction for 2 different campaigns



"OCM has assisted us both on a technical level with their state of the art AI suite as well as on a strategic level by managing and optimising our digital approach. This partnership has allowed our group to effectively expand to new heights in advertising reach from the first few months!" - N. Tsakos, Commercial Manager