

# Jumpshot Helps Condé Nast Optimize Ad Campaigns By Unlocking Hidden Data

## Background / One of the world's largest media publishers

Condé Nast is a premier media company with more than 120 million readers across properties including: Vogue, Vanity Fair, Glamour, GQ, The New Yorker, Condé Nast Traveler, Architectural Digest, Bon Appétit, and Wired.

## Challenge / Critical data remained hidden behind walled gardens

With a network spanning Arts, Culture, Style, Travel, Sports, Technology and other verticals, Condé Nast needed to understand how users were responding to advertising on their publisher sites to better optimize campaigns. However, they had limited visibility into consumer behavior outside advertiser domains, leaving them unable to measure the effectiveness of ad campaigns beyond basic metrics such as viewability and click through rates, which only tell part of the story.

## Solution / Unlock hidden insights to target the right audiences and optimize campaigns

Condé Nast partnered with Jumpshot to unlock previously hidden data on consumer behavior throughout the entire digital ecosystem — from search engines to walled garden marketplaces. By integrating Jumpshot's Campaign Optimization solution into its own data platform, Condé Nast enabled advertisers to:

- Quantify the true impact of brand campaigns.**  
Advertisers knew whether their Condé Nast campaigns increased product purchases on marketplaces such as Amazon, Nordstrom.com and Sephora.com or drove relevant searches on search engines such as Google, Yahoo and Bing.
- Optimize based on all conversions.**  
Jumpshot enabled Condé Nast advertisers to see the purchase path of their customers everyone online, including search, walled gardens, and even conversions they've been blind to before.

# CONDÉ NAST



## Up to 5X increase in conversions

- A beauty retailer gained a **150%** increase in sales due to increasing placements on food and health, politics and fashion content
- A major e-commerce site increased purchases **372%** by steering placements towards beauty, business, careers and technology categories
- A leading beverage company saw a **19%** increase in purchases after increased placements with technology, gadgets, and food content

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The data integration has proven invaluable. Many of our advertisers are seeing campaign uplifts of over 60 percent.”



**Karthic Bala**  
Head of Data Strategy

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