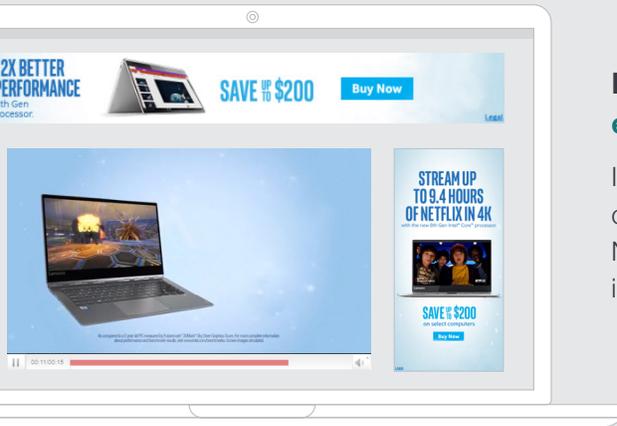


# Jumpshot Opens New Terrain to Help Intel Gauge the Impact of Its Display Campaigns



## Background / A major campaign from a leading consumer electronics brand

In the 2017 holiday season, market-leading chip maker Intel ran a digital campaign to drive purchases of laptops containing their hardware. From November 1 to December 24, 2017, the campaign served more than a billion impressions on a wide set of publisher partners and targeting strategies.

## Challenge / Critical data is hidden behind walled gardens

Intel sought a way to understand consumer behavior across the web to gain an understanding of their campaign’s full impact.

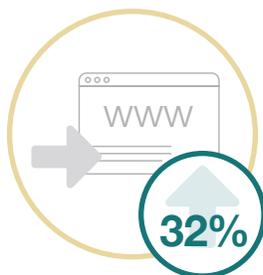
Customers of laptops with Intel chips don’t purchase directly on Intel’s site. They visit marketplaces like Amazon, Walmart.com, and Bestbuy.com. So Intel wanted to understand consumer behavior on multiple eCommerce domains to measure the success of their ad campaigns at encouraging customers to purchase everywhere they shop.

The campaign was run both programmatically and through direct publisher partners, and employed different targeting strategies, and Intel wanted to understand their varying effectiveness at driving shopping behavior.

## Solution / Unlock hidden insights to understand the campaign’s total impact

Intel partnered with Jumpshot to better understand the full impact of its campaign. After integrating Jumpshot’s tracking pixels into the campaign’s digital assets, Jumpshot measured the browsing and purchasing behavior of consumers before and after they were exposed to an ad. Then, by comparing that behavior to a randomized sample of consumers who were not exposed to ads, Jumpshot was able to measure lift adjusted for seasonality and targeting bias.

The results: the campaign showed major success. Intel’s campaign drove a huge increase in the behaviors Jumpshot monitored. The campaign drove visits to Intel.com up 32 percent, and product views and conversions across all eCommerce domains went up 22 percent and 24 percent, respectively.



**Intel.com Domain Visits**



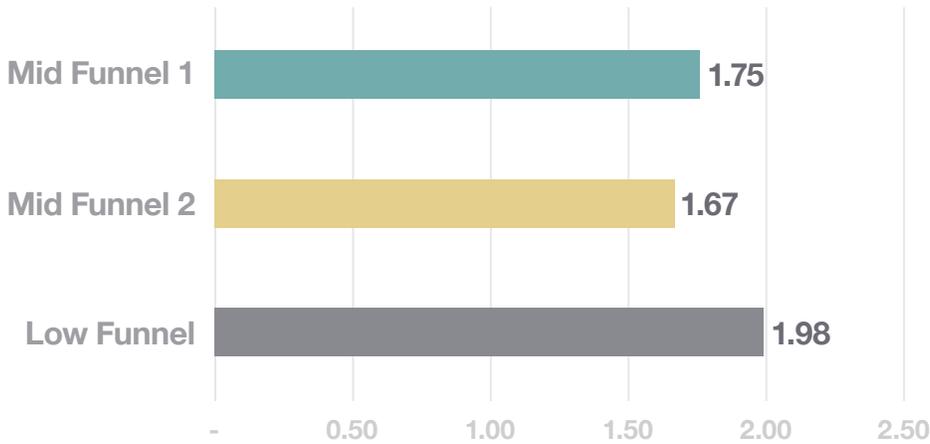
**Product Views Across eCommerce Domains**



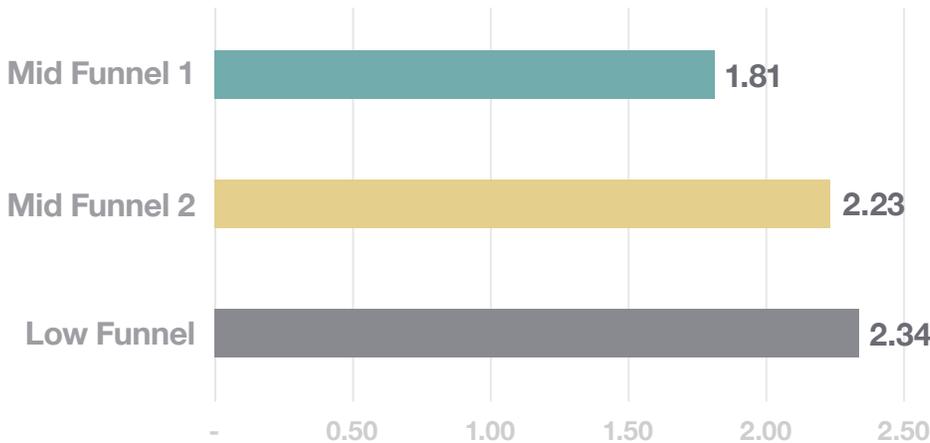
**Conversions Across eCommerce Domains**

Jumpshot's data also provided a comparative view of campaign performance between different targeting tactics. Though two of the campaign's mid-funnel tactics were roughly similar in increasing product views, one led to a much higher number of conversions, giving Intel performance data they can use to optimize their targeting in future campaigns and gain ROI.

## Targeting Index - Product Views



## Targeting Index - Conversions



**San Francisco (HQ)**  
333 Bryant St, Suite 240  
San Francisco, CA 94107

**New York**  
379 West Broadway #410  
New York, NY 10012

**Prague**  
Pikrtova 1737/1, 140 00  
Prague 4, Czech Republic

**United Kingdom**  
110 High Holborn  
WC1 London, United Kingdom

Jumpshot is the only company that unlocks walled-garden data to empower marketers to target and expand their customer base. Our real-time, global panel of 100 million devices tracks 5 billion actions a day to deliver insights into online behavior from every consumer action.

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