

AI Driven Contextual Solutions:

Achieve New Heights by **Mirrors**



X  **Mirrors**

Detection



OBJECTIVE

With the launch of its new motorcycle engine oil - Power1, Castrol was looking to tap into the ever-growing Facebook audience to increase its brand awareness. Leaving behavioral targeting behind, it decided to target the relevant audience; this time contextually.

The targets of the British oil company were two-fold. One, they wanted to reach a minimum of 4.9M Facebook audience residing in the 26 cities of Vietnam between the age of 18-45, and the other one to achieve around **70% VCR**.

ROLE OF SILVERPUSH

To achieve both its primary and secondary KPIs, Castrol joined hands with Mirrors by Silverpush. It tapped into its human-augmented AI technology-Mirrors for Facebook to satiate their contextual needs.



GRANULAR TARGETING

AI-powered Mirrors enable granular targeting on Facebook. This helped Castrol increase its performance on the video advertising spend across Facebook.

RELEVANT CONTENT

The NLP and sentiment analysis algorithms of Mirrors for Facebook browse through thousands of Facebook pages to identify the most context-relevant video content.

BRAND PROTECTION

The technology filters out unsafe content by enabling custom exclusion themes guided by human validation, thus providing complete brand safety.

TARGET ACHIEVEMENTS

IMPRESSIONS

Planned – 9.80M

Achieved – 9.82M

KPIS

VTR – 78.69%

CVR – 70.04%

CTR – 1.36%

AD ENGAGEMENT

The campaign was able to reach 7.9M+ People

Frequency of 1.24 ads per user.

KPI Achieved – 100.23%

Reach– 161.66%

CASTROL WINNING WITH MIRRORS BY SILVERPUSH

The campaign was incredibly successful and both the target KPIs of Castrol – reach and VCR were not only achieved but exceeded. Mirrors for Facebook in-video context detection solution helped to precisely target the relevant pages and place your video ads on the desired content through granular targeting. This helped to connect deeply with the targeted audience leading to **higher conversion rates, effective ROIs, and better VTRs & CTRs.**

WHAT CASTROL HAS TO SAY ABOUT US?

“Mirrors’ unique capabilities helped us to better target and capture the attention of our Facebook audience than we could on our own. We engaged viewers during contextual moments that boosted the relevance of our message and consequently increased engagement. After using Mirrors for Facebook, we are eager to try Mirrors for YouTube too.”