



## Lexus Improves Impression Quality and Site Traffic with DoubleVerify's Authentic Brand Suitability

"ABS implementation allowed Lexus and Team One to utilize DV's advanced technology to better protect the brand while leveraging the partner integrations to increase efficiencies and reduce manual intervention. Media waste decreased notably, improving efficiency of driving site traffic by 3.5x."

— Lisa McQueen, Media Manager, Lexus

### Background:

Lexus, a well known luxury automotive company, had success with its longstanding verification partner, DoubleVerify (DV), particularly with the Brand Suitability solution. However, its brand suitability profiles required significant hands-on work to maintain. Lexus' ad agency, Team One, manually managed exception and inclusion lists across several direct partners and DSPs—over 10,000 exclusion URLs and 1,500 exceptions across both tier 1 and tier 2.

Team One turned to DV to find a way to solve this challenge and provide a single source of truth for its universal brand suitability profiles across campaigns while maintaining inventory quality.

### Solution:

DV recommended testing Authentic Brand Suitability (ABS) to create a centralized brand suitability and fraud profile that automatically deploys controls across partners and campaigns.

With the help of DV, Team One was able to align publisher content with Lexus' brand suitability profile to position coverage across 90+ brand safety and suitability settings for content avoidance. DV reporting provided a single source of truth that further streamlined process efficiencies while protecting Lexus brand equity.

## Results:

By implementing ABS—in addition to simplifying the execution of media buys—Team One significantly increased site traffic, lowered block rates and improved video viewability for Lexus.

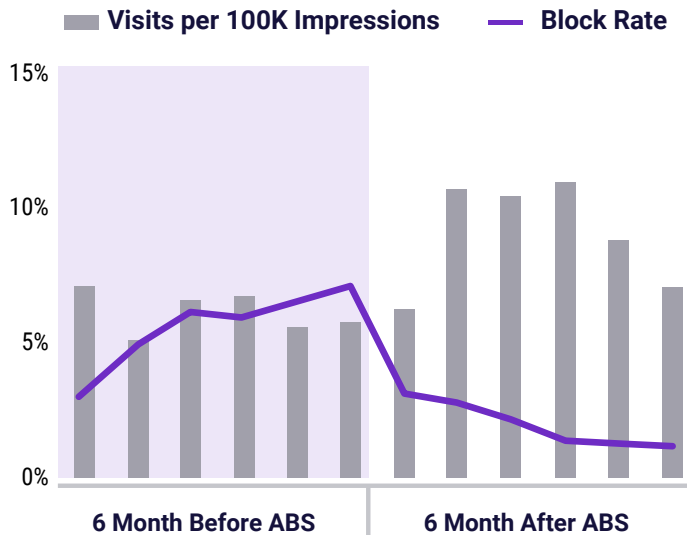
Immediately after activating ABS across Lexus' four core campaigns, block rates decreased markedly, dropping by nearly half in the first month of activation. This trend continued; Team One saw Lexus' block rate continue to improve throughout the following six months, ending at 2 percent or lower across all four campaigns.

As block rates decreased across all four campaigns, site traffic visits per ad impressions also increased notably, driving more visitors to Lexus.com—the primary goal of all four campaigns.

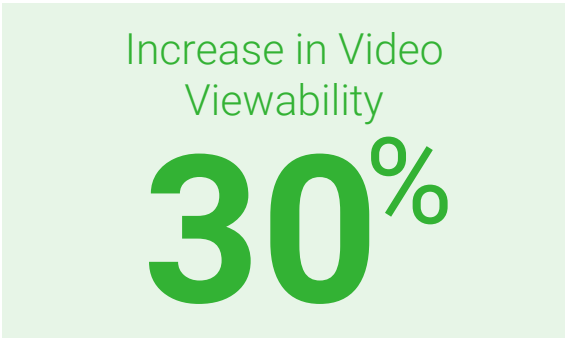
### ABS Impact on Tier 1 Campaigns

#### Block Rate

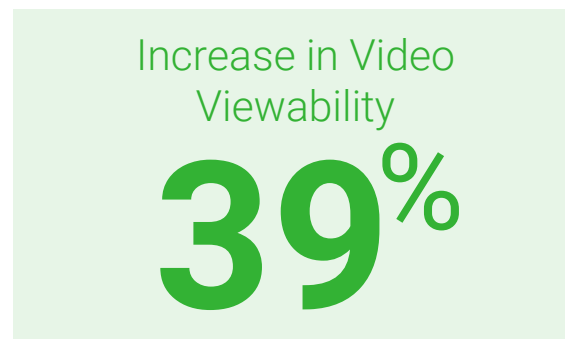
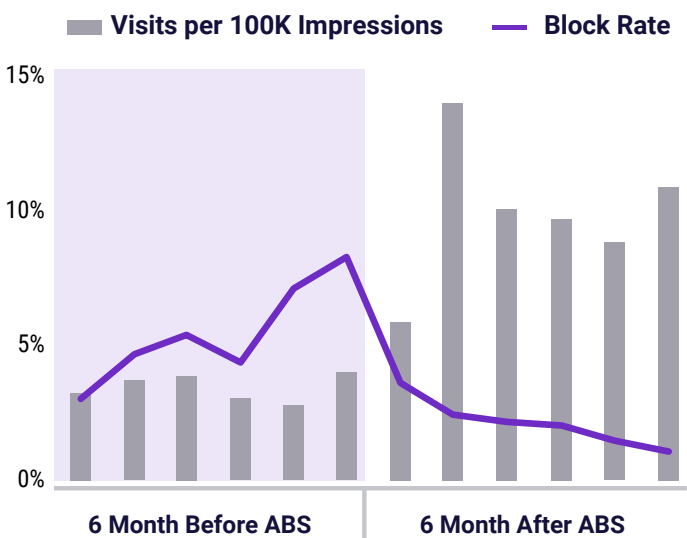
#### Campaign A



#### Viewability



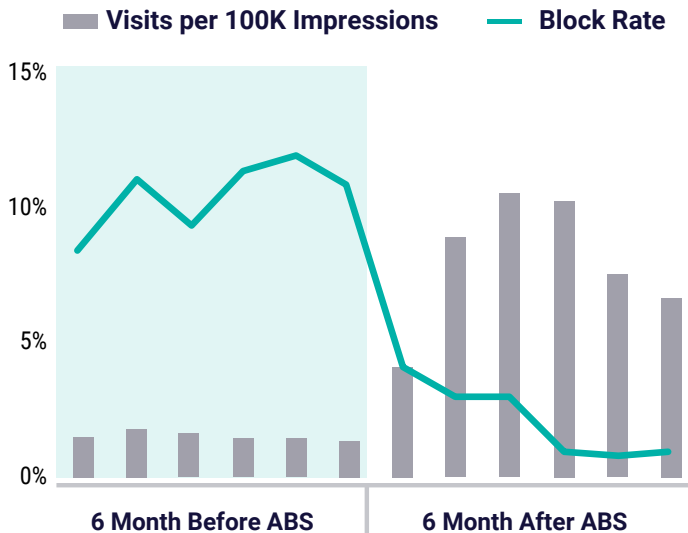
#### Campaign B



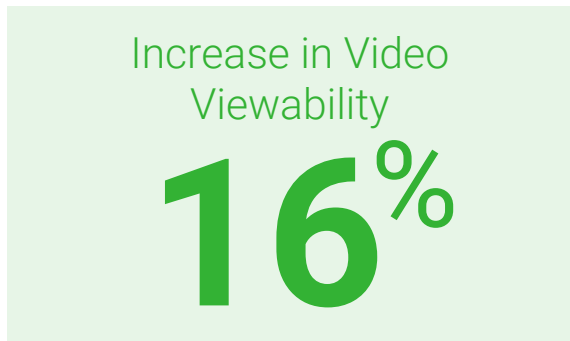
## ABS Impact on Tier 2 Campaigns

### Block Rate

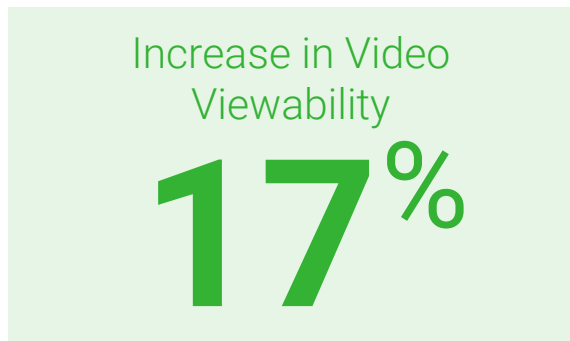
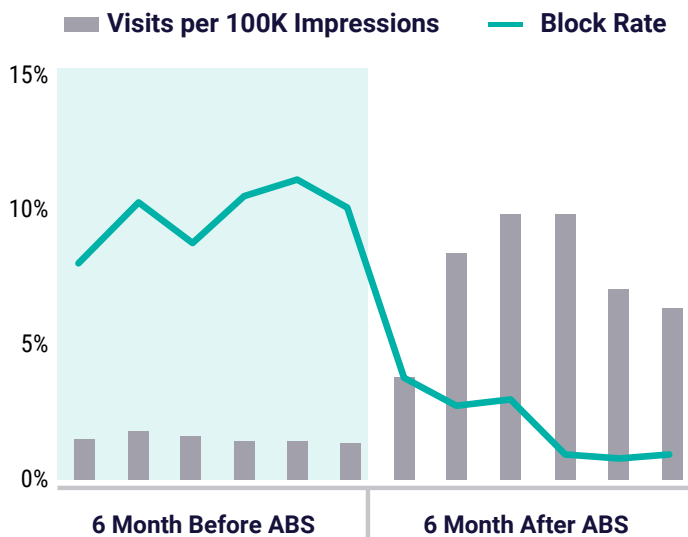
### Campaign A



### Viewability



### Campaign B



Team One also noted improvement in video viewability performance across all four core campaigns. Before activation, Lexus' viewable rate remained below 75 percent, but increased to 90 percent and above afterward. Display also maintained strong viewability at more than 80 percent for all campaigns throughout ABS activation.

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