

grapeshot



THE TELEGRAPH
CASE STUDY

OUTCLASS

We added exceptional value to remnant inventory, performing better than premium pages.



CHALLENGE

The Telegraph sells inventory on the home page and next to star columnists at a premium, but demand outstrips supply. We were tasked to add value to 'run of site' inventory.



SOLUTION

Our algorithm scans each page and identifies the keywords that signify the content, placing each page in a relevant Grapeshot channel. The Telegraph matches channels to advertiser needs.



RESULT

Our channels are handcrafted, fresh and up-to-date. The click-through rates across a range of campaigns for BT Sport, Swarovski and London City Airport beat response from premium pages.



TYPICAL CTR		GRAPESHOT CHANNELS CTR		
UK	PREMIUM	SEASONAL GIFTS	WINTER SPORTS	FOOTBALL
0.03-0.05	0.1	0.17	0.19	0.41