

Brands across industries are seeing campaign success with Kokai

The Trade Desk's platform-wide data analysis revealed that campaigns running through Kokai have delivered, on average:

43%

lower cost per unique household

24%

lower CPC

27%

lower CPA*

See how brands around the world are realizing campaign success by turning on Kokai



CANADA
MCDONALD'S

When McDonald's used seeds to target its most valuable customers, and Kokai's AI capabilities, it saw a correlation between Quality Reach Index (QRI) and cost-per-order: the greater the QRI score for a campaign, the lower the cost to drive a new order.

40%

lower CPA¹

UNITED STATES
GOODWAY GROUP

Digital marketing agency Goodway Group decreased its campaign's cost per unique household through the combined power of its own first-party deals and inventory solutions available in Kokai. With the Sellers and Publishers 500+ marketplace and Blue Lists, the campaign saw improvement on all measured KPIs.

25%

decrease in cost per unique household for Connected TV campaigns²

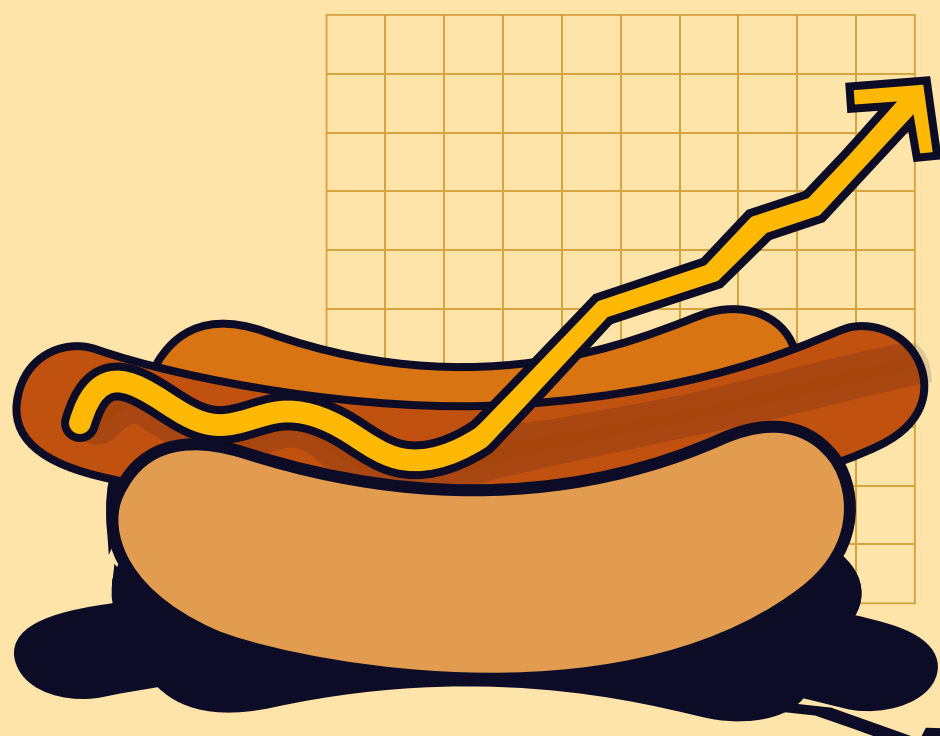


UNITED STATES
FOOD AND DRINK BRAND

As an early adopter of Kokai, a U.S. food-and-drink brand boosted ROAS by leveraging our platform's advanced value optimizations and new bidding algorithm over its campaign flight.

103%

higher ROAS³



GERMANY
SKY

In pursuit of attracting new subscribers for its TV sports package, pay-TV broadcaster Sky activated a first-party data set as a seed and leveraged Kokai's QRI to improve audience relevance by 7x. It also found that its CPA was 84% lower on average when it used the campaign seed to find new audiences.

84%

lower CPA⁴



AUSTRALIA
CASH REWARDS

Cash Rewards, a cash-back platform, leveraged our platform's QRI, a score of the quality of your reach against the campaign's seed. First-party seed-based lookalike audiences with higher QRI scores drove lower CPAs for the brand compared to other demo strategies.

73%

lower CPA⁵



GERMANY
KLEINANZEIGEN

Kleinanzeigen, Germany's no. 1 classifieds platform, with more than 36 million monthly active users, used its first-party data to expand its campaign reach. By targeting their most valuable audiences effectively with the help of The Trade Desk's platform AI, Kleinanzeigen achieved a 95% greater audience reach.

95%

greater audience reach⁶



Want to see more examples of Kokai platform success? visit [TheTradeDesk.com/casestudies](https://www.thetradedesk.com/casestudies)

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Sources:

* Aggregate results shown are spend-weighted average performance improvements recorded in beta period. Tests compared same-campaign KPI achievement pre- and post-Kokai adoption. This information is provided solely for background and is not a representation or guarantee of any future performance.

1: The Trade Desk, platform data, June 22, 2024 to July 25, 2024.

2: The Trade Desk, "Goodway Group Unlocks New Ways of Optimizing Media Buying with Blue Lists," January 22, 2025.

3: "Strategic optimizations & Kokai advanced bidding improved ROAS over the campaign flight."

4: "Sky saw 84% lower CPA with Kokai seed-based audiences."

5: "Cash Rewards Australia saw 73% lower CPA with Kokai seed-based audiences."

6: "Kleinanzeigen uses seeds to expand audience reach by 95% on Connected TV."