



KERV Contextual Outperformed 3P Audience Targeting for a Leading Home Furnishings Retailer

KERV ran a head-to-head targeting test comparing Contextual vs a 3P behavioral audience, measuring CTR, interaction rate, and video completion within an interactive OLV Element ad.

The Results? KERV Contextual significantly outperformed, driving stronger engagement by reaching shoppers in moments where the content signaled home shopping intent, not just broad interest.



+66.7%

CTR Lift

KERV Contextual vs
3P audience
0.05% CTR vs. 0.03% CTR

+129%

Interaction Rate Lift

KERV Contextual vs 3P
audience 0.16% IR vs.
0.07% IR

+8.4%

VCR Lift (Q100)

KERV Contextual vs
3P audience 82.08%
VCR vs 75.72% VCR

*Source: Media partner line-item performance snapshot. Results shown for Element OLV unit only (Contextual vs 3P). Q100 = 100% video completion rate. Lifts shown as relative % change vs 3P.