



# 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