



Toyota sponsors the Tokyo 2020 Paralympic Games. Toyota promoted brand's new concept through Way.IO's DSP under the premise of ensured brand safety.

Advertiser : Toyota Goals : Branding Brand Safety

On Oct. 17, 2017, Toyota launched "Start Your Impossible", which shared development direction inside this global corporation, and presented it to customers and the society.

The auto industry is entering a period of change at an unprecedented rate, Toyota is determined to do its best to build a society in which everyone can challenge their potential, and enhance and improve their life and the whole society.

**To practice the brand concept 「Start your impossible」 ,
Toyota sponsors the Tokyo 2020 Paralympic Games to open a new era of travel.**

01 CAMPAIGN OBJECTIVE

- CPC Requirements (KPI): accomplish 50,000 clicks.
- Build brand image and promote brand awareness.

02 CAMPAIGN OUTCOMES

- Fulfilled 100% KPI using brand-matching premium traffic.
- Achieved 10x higher clicks using WAY.IO DSP with 4x lower costs than other platforms.

WAY.IO OPTIMIZATION METHOD



BRAND SAFETY

- Filter inferior traffic: Use platform blacklist to block inferior traffic such as extreme graphic / explicit violence, pornography, gambling.
- Filter bad content: Add brand keywords, use contextual targeting for media, block bad content influencing brand image.
- Transparent traffic and real-time filtering: Use the app reporting tools on Way.IO's DSP, select suitable and premium apps.



ANTI-FRAUD

- WAY.IO anti-fraud system: Block fraudulent traffic using data analysis.
- Ad visibility measurement: Use third-party data, ensure each impression is visible.



MODELING

- Proprietary predictive modeling: Leverage Way.IO proprietary predictive modeling to improve CTR.

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