



CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL

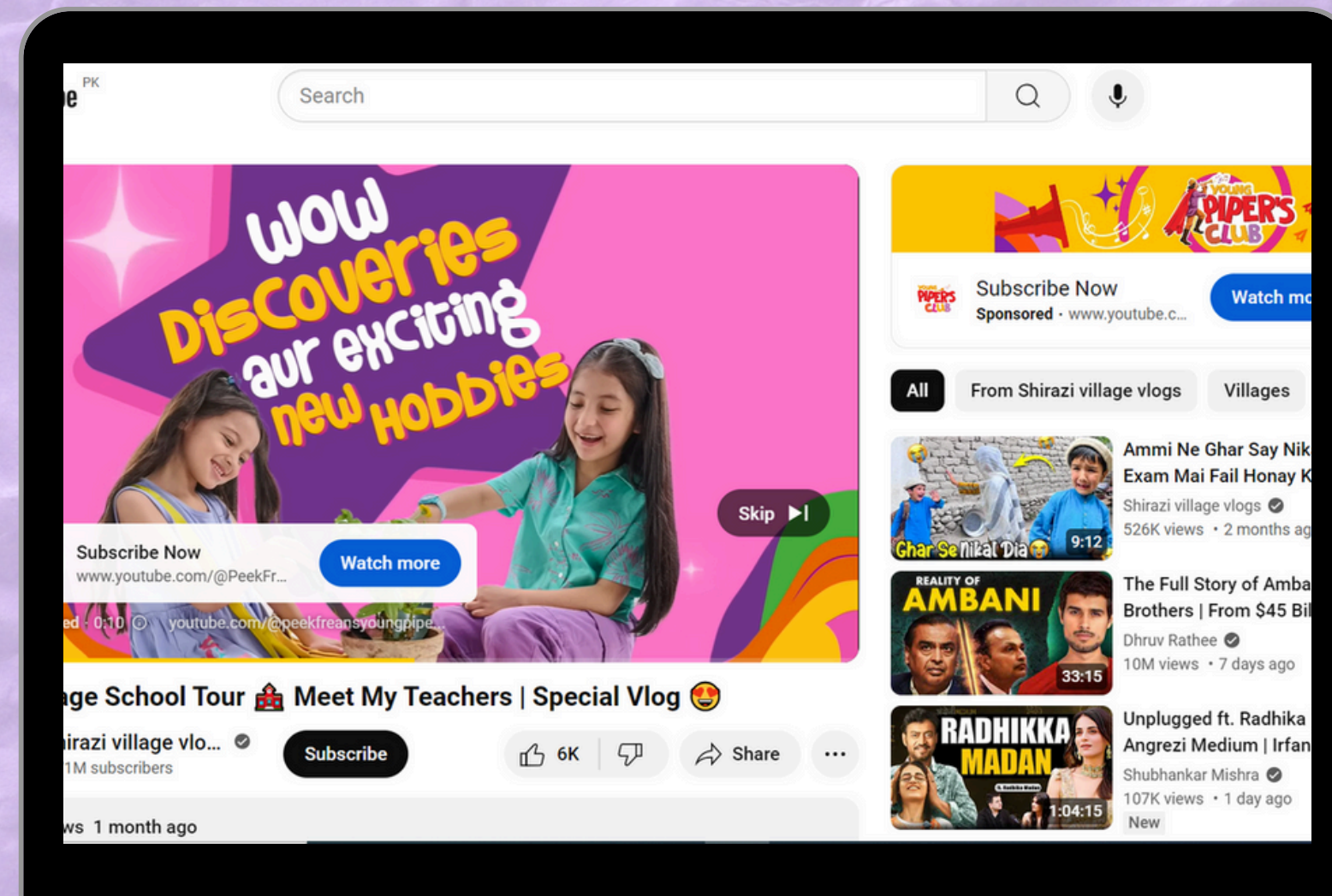


Challenge:

EBM launched the Young Piper's Club (YPC), a digital initiative designed to engage children through fun, educational, and interactive content. However, traditional YouTube targeting restricted direct targeting of kids, creating a challenge in effectively reaching the core audience.

Strategy:

To solve this challenge, we used Silverpush's Mirrors AI contextual targeting to reach kids safely and compliantly. We activated kid-related contextual triggers within content — including popular faces like Ben 10, Bugs Bunny, Spider-Man, and Batman; objects such as gaming consoles and stuff toys; logos like Hot Wheels and LEGO; and audio triggers such as English and Urdu nursery rhymes relevant to Pakistan.



YPC x Hizen

RESULTS

12.5x CTR
against planned

4 Mn (approx)
Impression

1.23x VTR
against planned