

# 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 QRI and cost-per-order: the greater the QRI score for a campaign, the lower the cost to drive a new order.

**40%**

lower CPA<sup>1</sup>

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 campaigns<sup>2</sup>

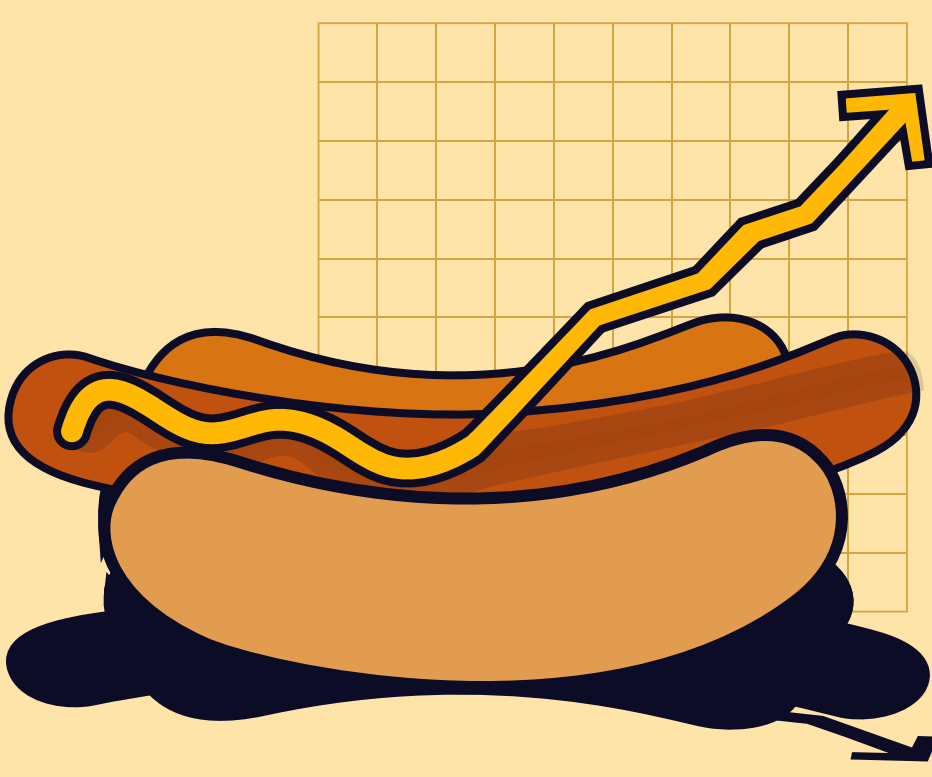


UNITED STATES  
**FOOD AND DRINK BRAND**

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 ROAS<sup>3</sup>



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 Quality Reach Index (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 CPA<sup>4</sup>



AUSTRALIA  
**CASHREWARDS**

Cashrewards, 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 CPA<sup>5</sup>



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

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**RESOURCE  
DESK**  
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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."