

AI-Built Custom Segments Drive Stronger Campaign Performance

Client & Challenge

An agency (Digital Angels) set out to launch a high-impact awareness campaign for a well-known Italian gaming company, reaching players interested in adventure and RPG titles.

The primary objective was to **drive awareness and promote the new Ghost of Yotei game**. The agency used AI Audiences to create custom gaming segments that met a precise brief.

Geolocation

→ Italy

Target audience

→ People interested in Ghost of Yotei and adjacent franchises:

Ghost of Tsushima, Sekiro: Shadows Die Twice, Nioh, Nioh 2, Onimusha, Trek to Yomi, Assassin’s Creed Shadows, Elden Ring, and Dark Souls.

Campaign information

The agency ran two independent campaigns in Italy, one on a DSP using OnAudience segments and one in DV360 using Google data and retargeting campaigns to compare outcomes and identify which audience delivered better results.

Metric	OnAudience	Google & Retargeting	Difference (OnAudience vs. Google)	Comment
Engagement rate	88.2%	73.0% 64%	15.2 pp (+20.8% vs Google)	+28.8% vs the average of Google & Retargeting (88.2% vs 68.5%)
Engagement time	1.71	1	+0.71	+71%
CTR	0.20%	0.08% 0.19%	+ 0.12pp (+150%)	+150%
Bounce rate	Lowest	Higher	Better (lower)	Indicates stronger post-click quality
CPM	Higher	Lower	Quality metrics	Effective investment from OnAudience

People spent more time per session with OnAudience precise audience data than with Google’s. Only the retargeting group did slightly better versus Google’s overall average.

OnAudience achieved **0.20% CTR**, outperforming Google targeting by **+150%** and exceeding Retargeting by **5%**.

The results

OnAudience’s custom segments by AI Audiences outperformed Google on every quality metric, driving higher engagement, longer sessions, CTR, and lower bounce. The outcome proves that AI Audiences mapped precisely to the brief and delivered superior awareness quality.



88.2%
engagement rate



+71%
engagement time



Lower bounce rate



+150%
CTR