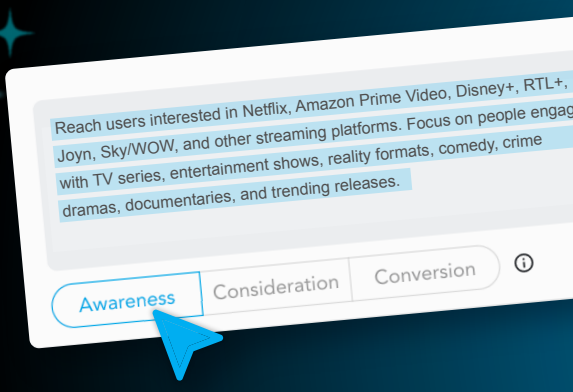


Monks Drives *2x Higher CTV Conversions* with OnAudience AI Audiences



Campaign Snapshot

| | | |
|---------------------------------|---------------------------------|--------------------------|
| Client Monks | Market Germany | Channel CTV |
| Activation Amazon DSP | Solution AI Audiences | Period Q1 2026 |



Client was very happy! Scared the numbers were too good!

Ladi Fagbola
E-Commerce Account Director

The Challenge

In Q1 2026, Monks worked with OnAudience and utilized their AI Audiences tool to iterate through multiple prompts in order to build a custom audience segment from the vast array of raw data points within their data exchange.

The Activation

The segment was used for a CTV awareness campaign in Germany and licensed directly into Amazon DSP. The required conversion was that a user needed to complete an action via their TV remote while seeing the CTV ad.

Key Numbers

| | | | |
|-----------------------------------|-----------------------------------------------|------------------------------------------|-------------------------------------------------|
| Q1 2026 Campaign period | 2x Conversions vs. campaign average | Amazon DSP Activation platform | Germany CTV awareness campaign market |
|-----------------------------------|-----------------------------------------------|------------------------------------------|-------------------------------------------------|

The Results

The results saw excellent performance from the custom audience created using OnAudience AI Audiences.

When compared to both 3rd party and native audiences, OnAudience achieved conversions at a rate of *2x the campaign average*.

About the Solutions

OnAudience is a global data provider and the AI Audiences solution is an agentic AI engine built on OnAudience proprietary data.

The tool creates custom segments from briefs in seconds. It's based on privacy-safe audience data collected *from 25B+ devices across 200+ markets*.

Want to Achieve Similar Results?

Looking to improve campaign performance with more precise audience targeting?

OnAudience AI Audiences helps agencies and advertisers turn campaign briefs into custom audience segments built from privacy-safe data signals ready to activate across leading programmatic platforms.

Let's build your next high-performing audience segment.

[Try it now](#)

