

Case Study:

Adcurate™

Challenge

Kidoodle.TV is a premium, **family friendly** streaming service. Ensuring the safety of its **sensitive audience** for both content and ad experience is paramount for Kidoodle.TV. Previously, Kidoodle.TV was limited to 1:1 deals with a handful of trusted partners who only touched a fraction of the overall advertiser ecosystem.

Kidoodle.TV needed to find a **scalable solution** for sourcing mass market parent-focused brands who offered **child-appropriate** creative to run in their family programming.

Solution

Adcurate offered Kidoodle.TV a solution that didn't exist elsewhere. By leveraging both **human review** and **machine learning**, Adcurate provided Kidoodle.TV with a solution that ensured compliance requirements were met, allowing Kidoodle.TV increased access to programmatic demand sources and increased revenue.

“Adcurate was a natural choice for us. Implementation and integration was seamless with AWS Marketplace, and the revenue opportunity it opened for us expanded our business exponentially.”

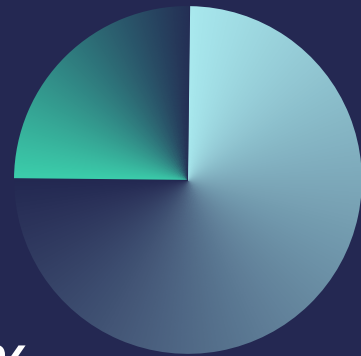
– Dan Riddell, CTO Kidoodle.TV



Outcome

Partnering with **Adcurate**, Kidoodle.TV achieved a **30:1 return on investment** in 2022. Adcurate allowed Kidoodle.TV to maintain the highest level of safety for their audience and provide a premium experience for their family viewers while enjoying the **financial benefit** of monetizing through the open exchange and additional programmatic channels.

Creatives Blocked



25%

of programmatic ads were blocked for having content that's inappropriate for Kidoodle.TV's audience.

Mismatch Rate



35%

of ad responses had the incorrect IAB category

ROI



30:1

Kidoodle.TV generated a **30:1 return on investment** by using Adcurate in 2022.