

# Case Study: Tap Native (Health DSP)



Crawled 1.75 million page URLs  
02

Buying Intent Engine predicted buying intent for the highly relevant URLs and pushed back to the DSP



01  
TapNative DSP submitted 100 top domains

03  
Buying Intent Engine recognized 350,000 URLs with > 90% relevance

## Who ?

Tap Native - Health DSP  
Geo - USA  
Target - Increase ROAS across multiple consumer healthcare advertising clients

## How ?

In Moment contextual keyword isolation of 350k page level URLs with >90% relevance for multiple consumer health products and services.

Transferred page level urls to TapNative DSP to reach multiple audiences at the exact moment they are researching and making buying decisions

Targeting audiences actively researching Consumer health products, Vitamin, supplements, healthy food delivery and local & regional health care products and services.



## Result

CTR Increased by **300%**  
CPC Reduced by **40%**  
ROAS increased by - **70%**

