

CLAB Sphere™

IN ACTION

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A digital campaign was designed to reach Korean small business owners. We tested our CLAB Sphere data against third-party data sources.

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CLAB Sphere Korean data outperformed 3rd party data across all metrics

3X the clicks with same cost

CTR nearly 2X higher

Generated nearly 2X Landing Page Conversions

CPM 30% Lower

(Indicates larger audience size)

Test: $5K spend CLAB Sphere data Korean A21-54
Vs. $5K spend 3rd party Korean data A 21-54

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VOICE CADDIE®

Juniors

Case Study

Highly targeted subculture

Product positioning and Geofencing

AAAZA Strategic. Creative.

CLAB Sphere™

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VOICE CADDIE®

Challenge

Voice Caddie is a #1 South Korean company that designs and sells high-tech golf equipment. As a lesser-known player in a crowded field, Voice Caddie sought a breakthrough strategy.

Key: Products that help and improve golf

Solution

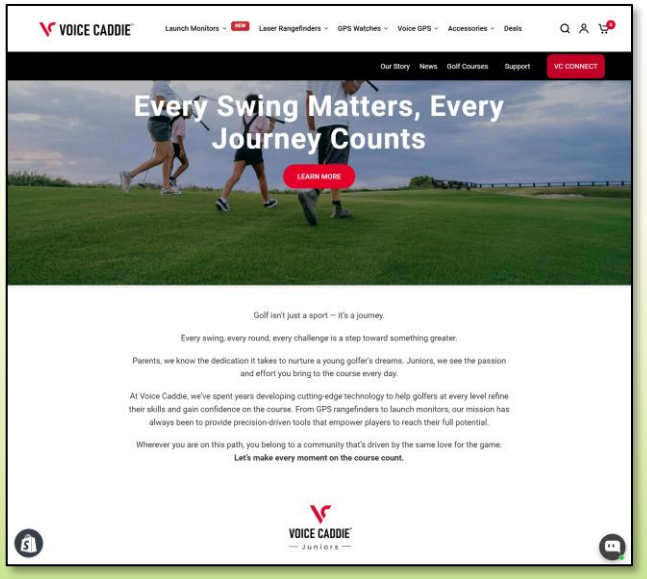
AAAZA determined that the junior golf community would be a powerful, underutilized segment for driving awareness and brand connection.

Target: Developing players that can benefit from these products

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Implementation









Niche Audience Sub-culture

- CLAB Sphere - compiled a proprietary, event-specific list of junior golf tournaments.
- Built geofences around each verified location to reach only parents actively attending.

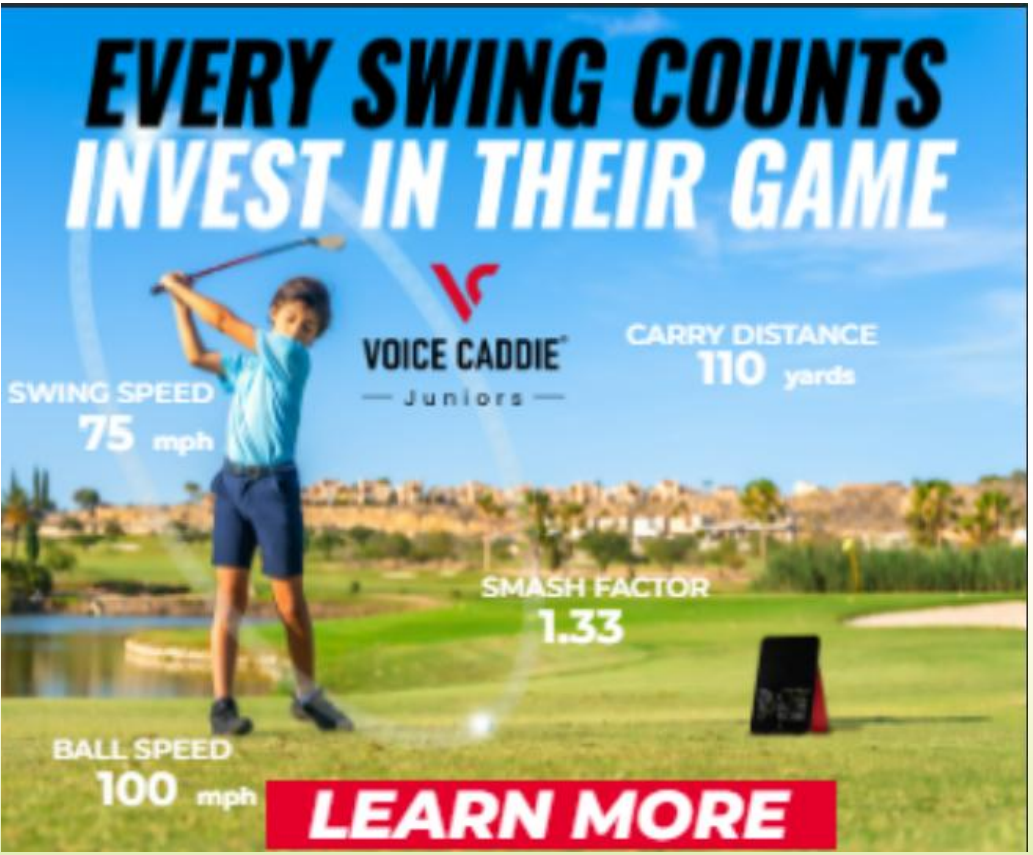
Customized Product

- Special product packages based on junior golf participation levels.

Full-Funnel Activation

- Geofenced ads built immediate relevance.
- Retargeting re-engaged parents who interacted during tournaments.
- Modeling to increase scale.

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Results

60X higher CTR than DV360 Programmatic Display Ave.

42X CPC More efficient than typical display ad benchmarks

Within 3 mths generated 59.9K clicks and over 34.7K landing page conversions

- First-of-its-kind product packaging and geofencing dataset.
- Demonstrated measurable lifts in efficiency, engagement, and conversion.
- Set a new standard for targeting parents in youth sports.

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Case Study
Fantasy Springs Campaign – CLAB Sphere Precision Strategy

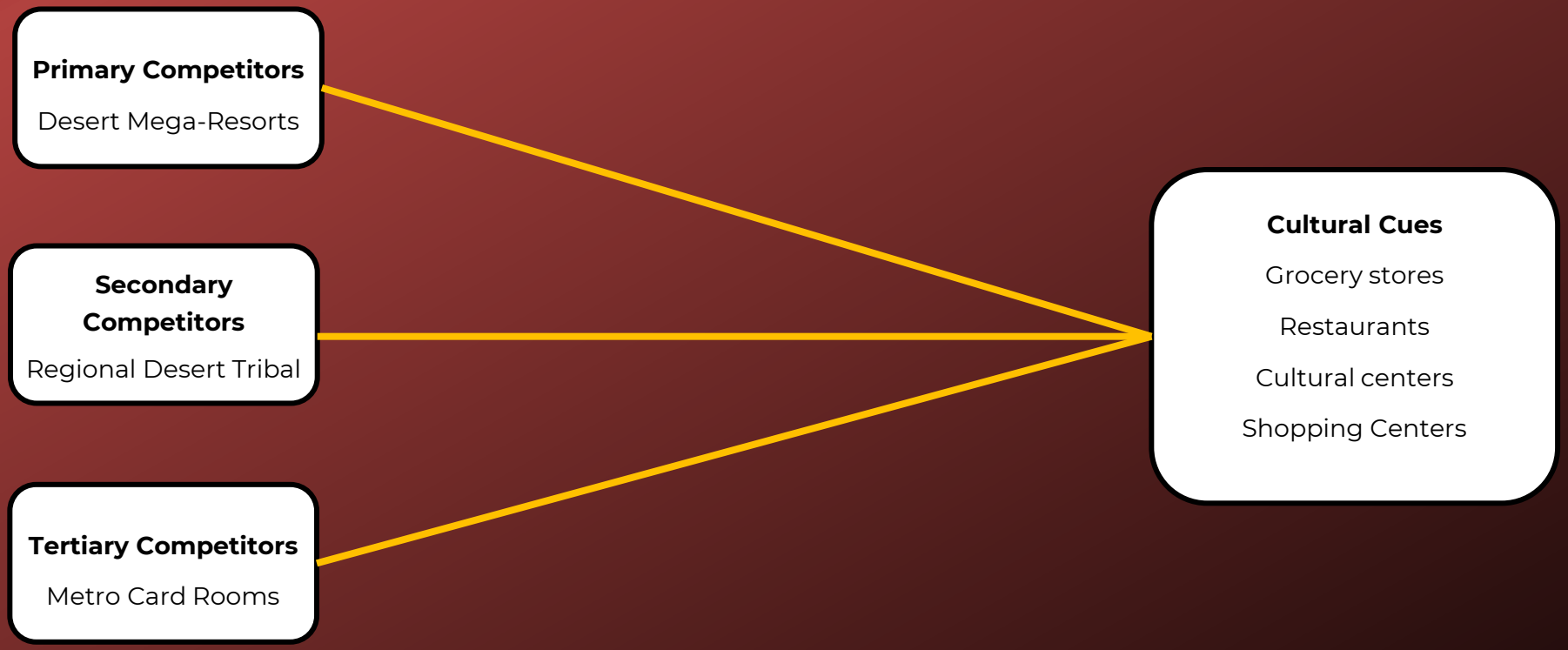


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A precision omnichannel campaign was launched to conquest competitor casino patrons and nurture high-value Asian AmericAN gaming prospects.

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Leveraging proprietary CLAB Sphere geofence data, we cross-referenced casino-goers against ethnic restaurants, cultural centers, and grocery hubs to classify Chinese, Korean, Vietnamese, and Filipino segments.



This intelligence pinpointed top-indexing retail locations, enabling us to activate synchronized Supermarket OOH and precision digital media.

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Results: Top Performers by Targeting Tier

Targeting Tier	#1 Creative Message	Top Segment	CTR	Cost / Conv	CPA Index (vs. $5.60 benchmark)
Primary Competitor	New Member Club	Chinese	0.22%	$2.14	38 (62% Lower)
Secondary Competitor	28K Lunar New Year	Chinese	0.16%	$2.87	51 (49% Lower)
Tertiary Card Room	2026 FS World Cup	Vietnamese	0.11%	$1.33	24 (76% Lower)
Supermarket Geofence	New Member Club	Korean	**0.35%**	$2.14	38 (62% Lower)

Granular targeting enables continuous creative optimization across audience tiers and segments, maximizing conversion efficiency.

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