

Case Study: Mishcon de Reya

August 2019



SmartMatch™

Mishcon de Reya

Sector: Legal
 Geo: Europe and Middle East

About the client:

Founded in 1937 in London, Mishcon de Reya is one of the leading law firms in the UK. In 2017, the firm was announced to be the Law Firm of the Year at the Legal Business Awards.

Mishcon de Reya, The Financial Times and Smartology have worked together since 2015. The successful SmartMatch partnership continues to result in all brand awareness and digital marketing objectives being met.

Overview

Mishcon de Reya's main aim for the ad campaign has been to amplify brand awareness. Mishcon de Reya's SmartMatch ads have seen CTRs (click through rates) up to ten times higher than the industry average. In contrast to usual banner advertisements, the SmartMatch technology scans and uses Mishcon de Reya's pre-existing content, such as its industry insights and thought leadership blogs, injecting them into dynamic ad units that are then placed next to semantically matched articles on the Financial Times website.

"SmartMatch's easy to use technology enables us to quickly review content and generate ads. The semantic matching places our ads on pages containing related content, so more likely to be of interest to the reader, delivering click through rates of up to ten times higher than industry average. We were an early adopter of SmartMatch back in 2015 and are pleased to be part of their continued success."

- Michele Morgan, Head of Digital, Mishcon de Reya.

Financial Times	Avg CTR*	Viewability Rate	MOAT score	Active page dwell time	Campaign Duration
	0.58%	80.99%	803 /850	1.8 mins	12 months: May '8 2018 - May '7 2019

The Approach

For the last 4 years Mishcon de Reya, the Financial Times and Smartology have worked together to build and promote the law firm's growing international reputation to its audience of senior business decision makers in over 140 countries. The Financial Times used the SmartMatch system to profile and match Mishcon de Reya's thought leadership with relevant articles on FT.com, delivering industry leading engagement rates compared to standard advertising. The initial campaign was so successful that Mishcon de Reya and the Financial Times have continued to work together using SmartMatch for over four years.

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Mishcon de Reya
It's business. But it's personal.

"Being relevant, and not intrusive, is key. By using SmartMatch we have provided our readers with useful and original content from a leading law firm which, in my opinion, explains their excellent results. The principle of matching relevant content to a relevant article is simple and timeless and provides publishers, readers and advertisers with an equitable exchange of time and value. We have used SmartMatch on over 100 campaigns since it began and I am very impressed with the dedication and professionalism of their client services team."

-Gareth Jones, International Sales & Business Development, Digital Tech and Media, FT

The Solution

Smartology's long standing relationship with Mishcon de Reya has resulted in some of the most successful campaigns we have run to date. Over the course of the last 4 years, we have seen a content corpus size greater than 1200 with currently over 600 pieces of live content. Our unique offering enables clients like Mishcon de Reya to reuse existing content and market insights in the form of engaging advertisements that capture attention at the right moment.

In a world of dropping attention spans, it is key to ensure that readers are shown ads that are in sync with their immediate interest, i.e. the articles they are reading at the given moment. By using machine learning and natural language processing, Smartology have developed proprietary technology which semantically profiles content to extract its true meaning and dynamically inject the client's creative ad next to the most relevant publisher article.

Creatives include video, podcasts as well as editorial content, with the ability to align reader's interest without demographic profiling or use of cookies. Semantic understanding of publisher content also means that Mishcon de Reya ads avoid appearing next to inappropriate or unsafe content.

Mishcon de Reya is Smartology's longest standing client and we greatly value our ability to demonstrate continued performance uplift through our FT.com partnership"

- Mark Bembridge, CEO, Smartology

The Results

The campaign provided demonstrable evidence that higher engagement was achieved as a result of contextually aligning Mishcon de Reya branded content in relevant and brand safe environment. Results from the campaign showed it performed above all MOAT benchmarks. In particular the viewability (In-View) metric was 80.99% (over 40% higher than the MOAT industry benchmark). The campaign also generated an impressive Universal Interaction Rate 7.62% which is over 117% higher than the Moat industry benchmark.

Moat Brand Score Report | For Campaign: MdR 2018 Q2

