Case Study:

Audience Targeted CTV & OTT

Mattress Company Drives Awareness for Holiday Promotion
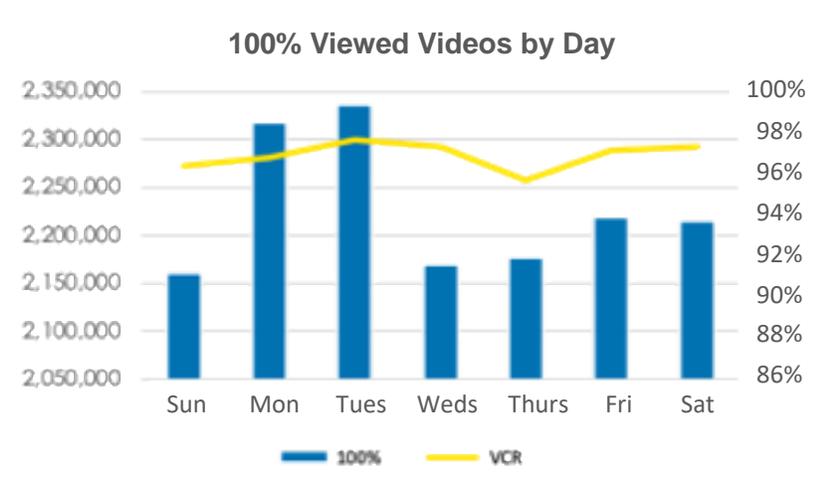
Goal: Drive mattress sales and VCR over 85%

Channel: Full episode OTT/CTV (:30s spot length)

Targeting:

Only on the following Apps: Discovery, Food Network, HGTV and News

Midwest DMAs (Chicago, Aurora, Indianapolis, Fort Wayne, Columbus, Cleveland, Akron, Dayton, Parma, Canton, Youngstown)

100% Viewed Videos by Day

Legend: 100% (bar), VCR (line)

Results: 9% Increase in Top-of-Funnel Traffic

Through strong delivery across selected CTV apps, the campaign was able to increase brand awareness by reaching users across their TV watching devices of choice.

Reporting included completion rate (98%) and a lift in sales across the DMAs which saw the CTV ads. There was a 9% increase organic site traffic compared to areas that did not have CTV in market.