

Case Study:

Audience Targeted CTV & OTT

Mattress Company Drives Awareness for Holiday Promotion

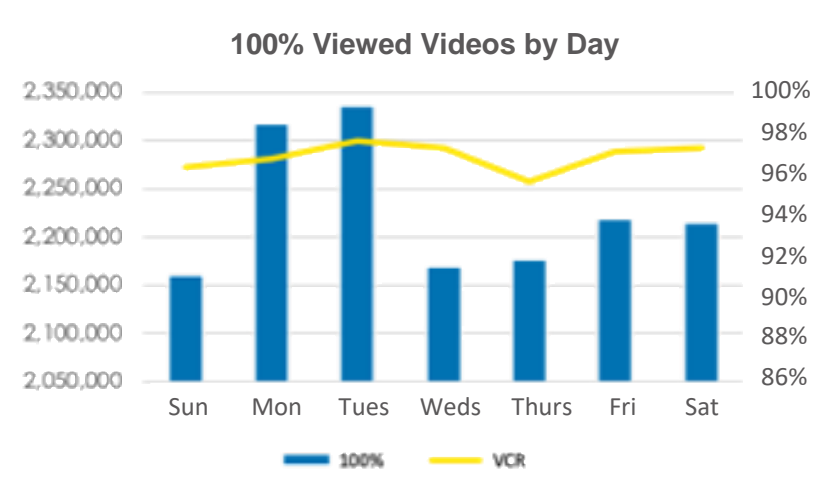
Goal: Drive mattress sales and VCR over 85%

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

Targeting:

Served across Discovery, Food Network, HGTV and News Apps

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



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 video 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.

