

PROGRAMMATIC CASE STUDY

CTV/OTT: TOURISM

OVERVIEW

Client was looking to increase tourism numbers in their Southeastern Florida county

Target audience included families with kids, as well as senior citizens

Geo-targeted northern DMAs to reach users looking to plan winter and spring break trips

The goal of the campaign was to drive a video completion rate over 90%

98%

Video Completion Rate

SOLUTIONS

Leveraged multiple CTV Private Marketplace deals to effectively reach our target audience as they were streaming CTV/OTT content

Optimized towards video completion rate by using both human touch and machine-based algorithms

Targeted CTV devices in the general marketplace across a site list of the top performing domains and apps

Included multiple creative assets for further insight on which messaging was driving the best performance towards KPI (Fishing, Beach, Golf)

218,431

Completed Views
(\$.03 CPCV*)