

EXCLUSIVE

# TV Retargeting Drives Incremental Tune-In to TV Premiere

A TV network wanted to drive viewers to the premiere of one of its TV programs.

## CAMPAIGN DETAILS

- **VERTICAL:** Entertainment
- **AD TYPE:** Mobile Video & Tablet Video
- **FLIGHT:** 02/09/18 - 04/02/18

## OBJECTIVE

Drive incremental tune-in to the premiere of network TV program and beat competitor program in TV ratings.

## STRATEGY

Partner with Tremor Video to target TV viewers of the Winter Olympics 2018 with custom video creative on second-screen devices.

## RESULTS

# 13.7MM

Unique Users

# 13.3%

Increase in Tune-In

**BEAT MAJOR COMPETITOR NETWORK  
IN OVERALL TV RATINGS**