



Consumer Electronics Brand Increases Purchase Intent Through Live TV Retargeting During the Super Bowl

CAMPAIGN DETAILS

- **VERTICAL:** Consumer Electronics Brand
- **AD TYPE:** Desktop, Mobile & Tablet Video
- **FLIGHT:** 02/02/20 - 03/01/20

OBJECTIVE

Amplify and build incremental reach of a major brand's Super Bowl in-game TV spot, while conquering competitors to position the product as the go-to choice among brands.

STRATEGY

The brand utilized Tremor Video's advanced TV retargeting solutions to reach fans via second-screen video devices during the Super Bowl and the weeks following. With this precision targeting, they were able to re-engage live game viewers after the event to reinforce messaging, and conquest the TV schedule of a major competitor who also had a brand advertising presence during the game.

RESULTS*

23%
Lift in Purchase Intent

30%
Lift in Brand Familiarity

18%
Lift in Brand Favorability

56%
Lift in Perception that Product Improves Day-to-Day Life

86%
Video Completion Rate (5% Higher Than Benchmark)

1.28%
Click-Through Rate Across Full Flight
(35% Higher Than Benchmark)

2.54%
Click-Through Rate During Tentpole Live Sync
(167% Higher Than Benchmark)

*Survata survey that compared viewers exposed to the campaign and a control group not exposed to the campaign