

Retail Brand Increases Brand Awareness Through Advanced Audience Targeting via CTV and Video



CAMPAIGN DETAILS

- **VERTICAL:** Retail
- **AD TYPE:** CTV, Desktop, Mobile & Tablet Video
- **FLIGHT:** Q1 2020

OBJECTIVE

Increase brand awareness among brides-to-be across all video devices.

STRATEGY

By understanding the full customer journey via Dstillery Advanced Audience Algorithms, Tremor Video was able to surround the following custom audience segments with CTV and second-screen video:

- Those who visited the brand's website
- In-market wedding planners
- Newly engaged couples or those in-market for engagement rings
- Those who were consuming this type of content on social media platforms

RESULTS

41%

Behavioral Lift* (455% Increase from Retail Benchmark)

Drove More Than

150K

Incremental Store Visits*

\$2.62

CPV

94%

Video Completion Rate on CTV

88%

Overall Video Completion Rate

0.27%

Overall Click-Through Rate

*Placed metric that incorporates past visitation among those exposed to the ad vs those not exposed into the calculation for incremental visit.