

Case Study

Major Consumer Electronics Retailer Drives Brand Awareness, Favorability and Purchase Intent with CTV

Campaign Details

VERTICAL: Retail – Consumer Electronics

AD TYPE: Connected TV (CTV)

FLIGHT: Q4 2020 (10/1 – 12/31)

Objective

Drive awareness & consideration of the brand's products among audiences with an affinity for running, outdoor activities, and the latest tech trends.

Strategy

The brand leveraged Tremor Video's robust audience data suite & CTV solutions to distribute its 30-second spot across CTV/Full Episode Play (FEP)/pre-roll inventory in Q4 2020.

To reach relevant audiences based on their app ownership and social media behavior, the brand tapped into Tremor's partnerships with Dstillery & PushSpring. Tremor also commissioned a Kantar study as added value to help the brand understand brand lift metrics driven by the campaign, including awareness, favorability & purchase intent!

Overall Campaign Results

97.3%

Completion Rate
(outperformed Tremor's CTV benchmark of 93%)

25.6MM

Impressions

24.9MM

Completions

13.6MM

Unique Reach

2x

Average Frequency

Brand Study Highlights*

8%

Lift in Brand Awareness

11%

Lift in Brand Favorability

4%

Lift in Purchase Intent

8% - 27%

Lift of Positive Brand Attributes

*Source: Kantar

