

CASE STUDY

Popular CPG Brand Leverages CTV & All-Screen Video to Drive Incremental Lift in Sales and ROAS

Campaign Details

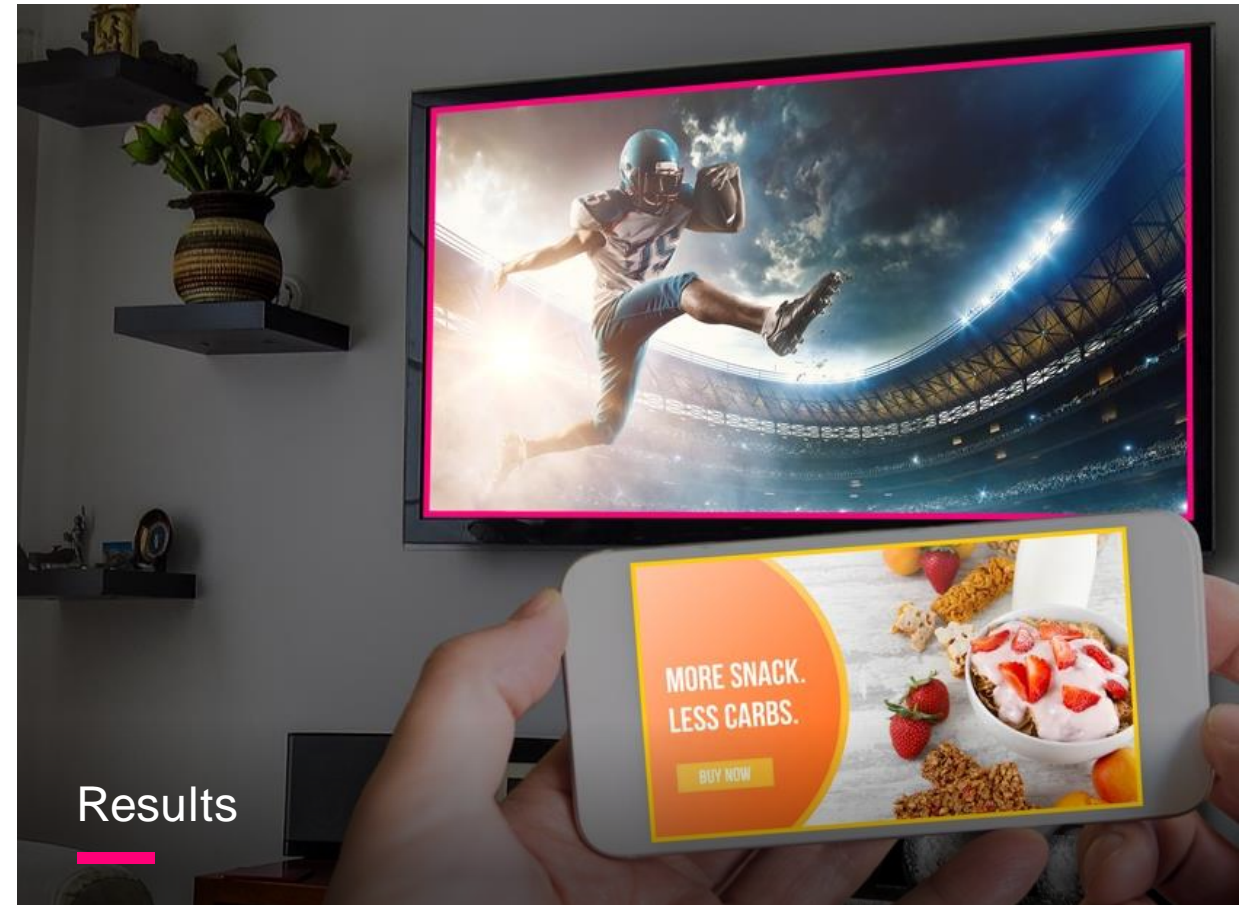
Vertical: CPG
Ad Type: CTV & All Screen Video
Flight: 01/04/21 - 05/31/21

Objective

Drive increased brand awareness and consideration to help generate incremental sales

Strategy

By utilizing a combination of Tremor Video's unique targeting solutions such as retargeting viewers of Quest's linear TV ad and 1:1 targeting of people who watch live sports in OTT environments, the brand was able to reach consumers in market for healthy snacks. With custom creative and ad formats the brand activated a custom approach to their CTV & all-screen video focused brand campaign. This approach not only increased brand awareness but helped to drive the brand's KPIs which included lift in sales and return on advertising spend (ROAS).



▲ 4.7%

Lift in Sales

▲ \$36.53

Lift in Sales per 1k
Impressions Delivered

2.5 to 1

Return on Ad Spend