

CASE STUDY

CPG Brand Leverages Tremor Video's Cross-Device Attribution Analytics to Uncover Actionable Campaign Insights Across Multiple Dimensions

CAMPAIGN DETAILS

VERTICAL: CPG (Family & Beauty)

AD TYPE: Connected TV & All-Screen Video

FLIGHT: 9/15/21 – 10/31/21

OBJECTIVE

A popular CPG brand that specializes in family & beauty products wanted to measure the relative impact of CTV and All-Screen Video in driving conversion behavior, as defined by a combination of website page views, product purchases and brand loyalty program subscriptions.

Additionally, the brand sought to determine which exposure-to-conversion paths across platforms/devices yielded the highest conversion rates.

The brand's secondary objective was to better understand which creative executions, days of the week and DMAs generated the highest engagement with their CTV & All-Screen Video campaigns.



STRATEGY

The brand took advantage of Tremor Video's QR code-enhanced CTV and All-Screen Video technology to reach highly targeted consumers across every screen in the household.

Using a mix of curated, syndicated BT and Unified Social Data, the brand reached a target audience of new/expecting parents and people interacting/engaging with family-specific brands, hashtags, and personalities across social media platforms.

To understand the relative performance of the aforementioned campaign variables, the brand utilized Tremor Video's robust measurement capabilities, including its cross-screen conversion attribution tracking.

CASE STUDY CPG Brand (continued)

KEY RESULTS (CONVERSION)

Cross-Device Conversion

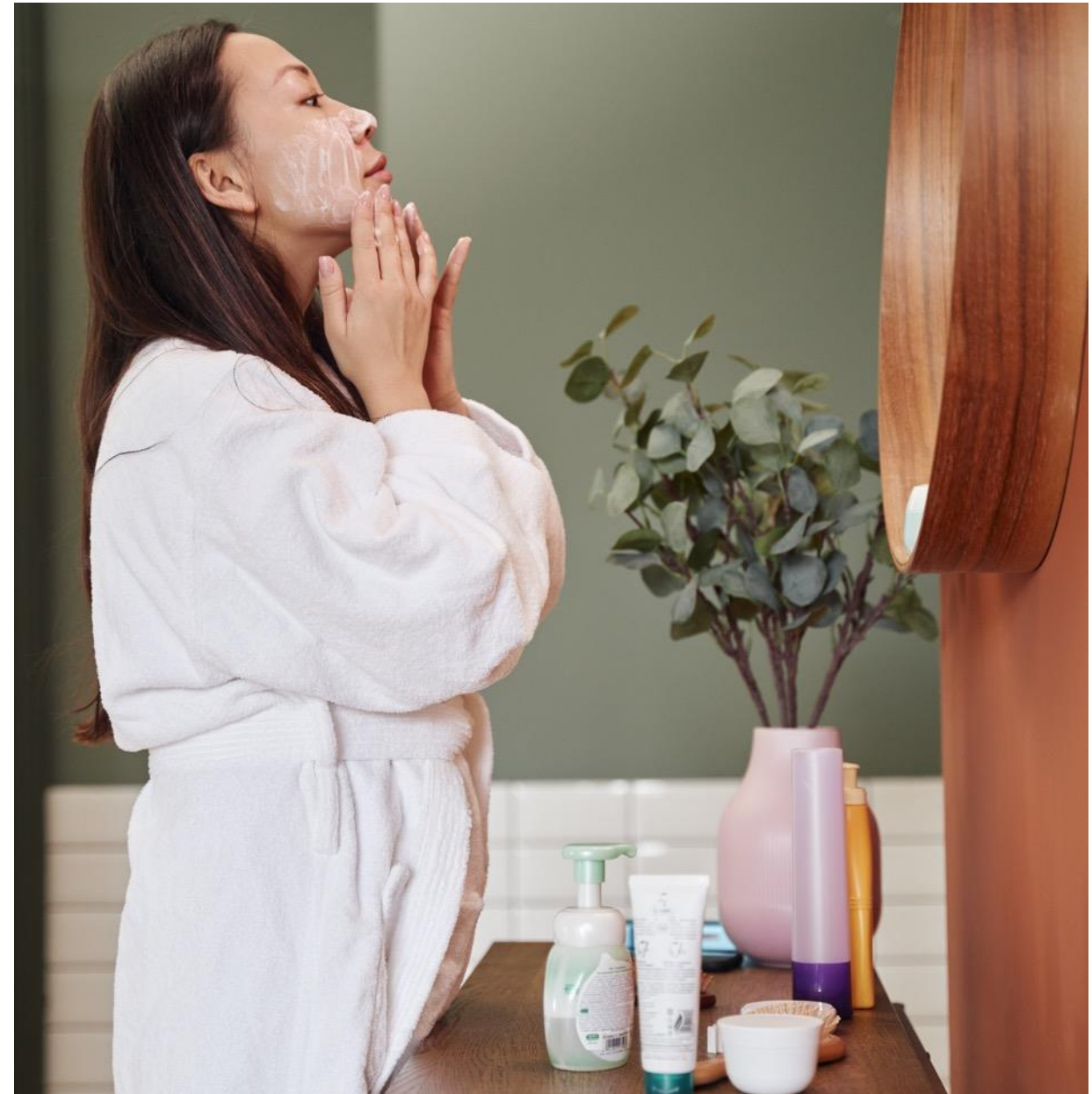
0.72% conversion rate (Overall Campaign)

- 0.85% conversion rate (Connected TV)
- 0.53% conversion rate (All-Screen Video)

Exposure-to-Conversion Path Analysis

The top 10 paths to conversion based on conversion volume were:

PATH	EXPOSURE DEVICE	CONVERSION DEVICE
1	PC/Laptop	iOS Smartphone
2	CTV Device 1	iOS Smartphone
3	PC/Laptop	PC/Laptop
4	PC/Laptop	Android Smartphone
5	CTV Device 1	Android Smartphone
6	CTV Device 2	iOS Smartphone
7	CTV Device 3	iOS Smartphone
8	iOS Smartphone	iOS Smartphone
9	CTV Device 3	Android Smartphone
10	CTV Device 2	Android Smartphone



KEY RESULTS (ENGAGEMENT)



Brand Engagement (by CTV Creative Execution)

While video completion rates (VCRs) for the 15-second and 30-second CTV spots were nearly identical (ranging from 98.5% to 98.9%), a marked difference in QR scan volumes and rates were observed.

- **3x more** scans were generated by the 30s spot vs. the 15s spot
- **2x higher** scan rate was generated by the 30s spot vs. the 15s spot



Friday yielded the highest QR code scan rate (0.0022%) and **Saturday** yielded the lowest rate (0.0008%)



Consumers exposed to the campaign on the **Eastern half of the U.S.** drove the majority of QR scans



Brand Engagement (by All-Screen Video Creative Execution)

While click-through rates (CTRs) for the 15-second and 30-second All-Screen video spots exhibited relative parity (ranging from 0.09% to 0.1%), a marked difference in VCR was observed.

- **81.7%** VCR (15s videos)
- **83.8%** VCR (30s videos)



Tuesday yielded the highest CTR (0.19%) and **Sunday** yielded the highest VCR (86.0%)



Among the 10 DMAs with the highest impression volume, **Los Angeles** yielded the highest CTR (0.11%) and **Atlanta** yielded the highest VCR (84.7%)