

CTV CASE STUDY:

Encore Omnichannel Retargeting Outperforms Audience Targeting by 4.5x

OVERVIEW

Strategus partnered with a national retailer on a Connected TV campaign to increase sales both online and in-store. The campaign included Strategus' Full Funnel CTV Strategy, which incorporates Cross Device Retargeting of users who have previously viewed a CTV ad, to help increase engagement and drive results among the client's target audience.

As part of this campaign the retailer ran a side-by-side Online Video test to evaluate the efficacy of Strategus' Encore Omnichannel Retargeting product. Within the campaign set-up, the first ad group served Online Video ads exclusively to a third-party data audience, and the second ad group served Online Video ads to the Encore Omnichannel Retargeting audience, which is an aggregation of all users who previously viewed one of the client's CTV ads through Strategus.

The test measured revenue generated by online purchases from the campaign advertising, and was a tremendous success - confirming that Strategus' Encore Omnichannel Retargeting audience **outperformed the third-party data audience by over 450%**.

OBJECTIVE

- Drive Online Purchases
- Increase Revenue

	Audience Targeting Ad Group	Encore Omnichannel Ad Group	Percent of Increase in Encore Ad Group
Revenue per Impression	\$0.08	\$0.44	+450%
Revenue per \$1 Spent	\$5.40	\$29.83	+452%

TO LEARN MORE:

Contact Sales at connect@strategus.com or visit strategus.com

STRATEGY

This longtime Strategus partner wanted to test the effectiveness of the Encore Omnichannel Retargeting strategy. The Encore Omnichannel approach is based on our CTV-first philosophy: target users on the big screen for their first brand exposure and then follow up with ads on their other devices via display, online video, audio, and more. This national retailer created corresponding ad groups to test the performance of Encore Omnichannel Retargeting against third-party data targeting.

The client's test showed significant lift in both Revenue Per Impression Delivered and Revenue Per \$1 Ad Budget Spent with the Encore Omnichannel Retargeting impressions, when compared to 3rd party audience targeting. The Encore Retargeting tactic helps clients reach a more engaged audience that is further down the sales funnel leading to more efficiency and stronger results. The results proved that the Encore ad group outperformed the third-party data ad group by 450% demonstrating the potency of our CTV-centric approach to digital advertising. In sum, the Encore Omnichannel Retargeting strategy is a must-have addition for any CTV campaign.

KEY RESULTS

Audience Targeting Ad Group

- Revenue per impression: \$0.08
- Revenue per \$1 spent: \$5.40

Encore Omnichannel Ad Group

- Revenue per impression: \$0.44
- Revenue per \$1 spent: \$29.83