

CTV CASE STUDY:

Furniture Retailer Achieves High Volume of Conversions with State-Level CTV Campaign

OVERVIEW

A discount furniture retailer partnered with Strategus to launch a connected TV (CTV) strategy. At the time, this furniture retailer was heavily focused on linear TV, but with the increased visibility into campaign performance through CTV, they sought a partner that could show CTV success with deep reporting data and analytics. Working together, this campaign utilized a thorough omni-channel approach leveraging CTV, Display and Online Video ads, in addition to targeting a diverse Georgia audience. By doing so, Strategus was able to drive and report on **12,326 total conversions** over the first 5 months of 2023.

OBJECTIVE

- Create Brand Awareness
- Drive In-Person and Online Sales

STRATEGY

Though this was a Georgia-wide campaign, optimizations were made throughout to remove under-performing zip codes to keep ad dollars focused on the highest performing geolocations. This budget was allocated across CTV, Display and Online Video, with CTV and Display nearly splitting impression share. Audience targeting tactics included First-Party Data Targeting, Look-Alike Modeling, Location Based Retargeting (i.e. Competitor Conquesting), Third-Party Data Targeting and Website Retargeting. The third-party audience included segments based around “news watchers” and “viewers of the news.” These segments were based on correlational factors from previous linear TV campaigns, assuming that these audiences were more likely to convert. Though this was a nationwide campaign, optimizations were made throughout to remove under-performing zip codes to keep ad dollars focused on the highest performing geolocations.

Through the analysis of Strategus’ Audience Insights data, this furniture retailer was finally able to prove that “news watchers” performed better on average than other third-party segments. The insights into performance based on geographic area opened opportunities to optimize based on rich, reliable data. In sum, the control over audience targeting, in-depth reporting, and positive campaign results led to an increase in CTV budget and reinforced the partnership between the client and Strategus.

KEY RESULTS

1,599
In-Person Visits

1,797
Search and Social
Attributions

8 Purchases totalling
\$10,672⁸⁸
in the month of May

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