

INDUSTRY: Consumer Packaged Goods

GOAL: Drive Brand Awareness

Leading CPG Company DRIVES NATIONAL BRAND AWARENESS AND WEBSITE VISITS THROUGH CTV ADS

2.26M
 HOUSEHOLDS
 REACHED

946
 AFTER AD
 INFLUENCE
 KEYWORD
 COUNT

3,640
 WEBSITE
 VISITS


OVERVIEW:

After running a number of social media campaigns, a frozen yogurt bar company was ready to expand their marketing efforts to grow brand awareness nationally among health conscious buyers. They partnered with Strategus to run an OTT/CTV campaign that allowed them to reach their desired audience and drive website traffic.

THE CHALLENGE:

This relatively new brand, established in 2009, has been competing against large, established players in the ice cream/frozen yogurt industry to generate awareness for their healthy novelty bars. They wanted to target a specific audience of health conscious buyers to grow overall brand awareness while driving conversions in the way of site visits, particularly to the "Find a Store" page on their website. With the expansion of marketing efforts, Brand Safety had also become a big concern for any new initiatives.

THE SOLUTION:

This CTV advertising campaign required a layered strategy that included the national delivery of ad impressions to a health-conscious target market at a low frequency (to reach as many viewers as possible) and optimization to retain high video completion rates. Strategus paired regular attribution techniques with After Ad Influence to measure consumer online behavior following ad exposure.

AFTER AD INFLUENCE:

Shows how the ads have influenced online browsing behaviors by comparing keywords in the domain strings of web pages visited pre-ad-exposure vs. post-ad-exposure. If the user visited more web pages with the tracked keywords after seeing an ad, this would be attributed to the campaign.

RESULTS:

946 AAI (After Ad Influence) keywords appeared from the original list of 20 tracked terms and 563 people searched "ice cream" after viewing the brands ads.



THE SUCCESS:

The campaign reached over 2.26 million households. Conversion performance was outstanding, registering 3,640 site visits. 1,256 of those were "Find A Store" site visits, which are a good indicator of viewers looking to purchase the frozen yogurt bars at a local supermarket/vendor after viewing one of the ads.

The campaign exceeded all established KPI's including several Brand Safety benchmarks:



**CTV VIDEO COMPLETION RATE (VCR)
OF AT LEAST 90%**



**VIDEO VIEWABLE
BENCHMARK >70%**



**FRAUD/SIVT FREE
BENCHMARK >95%**



**BRAND SAFE
BENCHMARK >95%**



**IN GEO
BENCHMARK > 98%**

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