



Unlocking Performance on CTV

OVERVIEW: The client is a US West Coast-based F&B brand that wanted to leverage CTV to drive sales

Objective:

- The primary challenge was to maintain/increase brand awareness considering user behavior shift and reduced reach of traditional channels.
- Measuring the impact of the CTV campaign and taking data-driven decisions to improve to supplement business growth

Approach

1. **Behavioral Targeting:** Targeting curated deals on CTV for key events like March Madness Basketball Tournament, NFL Playoffs, and Stanley Cup to show CTV ads. Targeted binge watchers according to hours of highest engagement for the specific behavior category.
2. **Inventory Optimization:** As a part of managed service offering, Datawrkz leveraged its proprietary **GOAL Framework** to optimize for levels of placement, checking spends vs results, and optimization based on the correlation between frequency and recency of ads with conversions.
3. **Second Screen Advertising:** Audience segmentation based on the IP address of the CTV Ad viewers with a good Video Completion Rate (VCR) or website engagement. Re-targeted these segments on a second screen (Mobile/Desktop) immediately after CTV ads.

Outcomes

- 11% Growth in brand search volume
- 50% Increase in new direct users
- 67% Reduction in CPAs

