

Goal

Brand awareness to attract new viewers

- Engage new audiences for upcoming show premieres and brand initiatives
- Measure subsequent viewer actions, including website clicks and app subscriptions, to prove campaign effectiveness

Solution

A targeted and measurable TV campaign

- Defined custom data segments using granular audience criteria, including ACR segments, to reach viewers of specific shows and streaming providers
- Delivered across Magnite's deep and diverse CTV and OTT video supply, ensuring effective scale across premium media owners
- Implemented cross-platform attribution solution to measure viewer actions across CTV and OTT

Results

- High brand awareness with **33.2 million** completed views and a **98.7%** video completion rate (VCR)
- Custom audience profiles allowed for delivery in full with eight premium data partners, resulting in high engagement with target audience
- Digital attribution measured consumer actions and app subscriptions, allowing for in-flight optimization