

Case Study

The evolution of marketing is a long, ongoing story. And as consumers change their behaviors, brands must adapt to them, which is why a national ticketing provider was looking for alternative ways to reach their target audience throughout their buying journey. The ticket provider wanted to drive awareness to extend its reach across multiple markets by achieving high video completion rates while maintaining a low cost per completed view (CPCV).

The Objective

- Leverage video ads to build brand awareness for live music events
- Optimize placement of video ads by leveraging private marketplace ads
- Gain and maintain knowledge of programmatic advertising strategies and tactics

The Solution

The entertainment industry has been adapting to the challenges brought by COVID-19. The national ticketing provider shifted their business to provide online music events as consumer behaviors shifted. However, they faced the challenge of making consumers aware of this offering.

As a solution, the ticket provider looked to drive awareness with video and audio ads to extend their reach across multiple markets and drive consumers to join their online music events. Leveraging private marketplace contracts and open marketplace, they could purchase premium, relevant inventory from Spotify and Deezer. Simultaneously, they enabled video auto-optimization and limited small player size to target quality video placements while trimming underperforming sites across brand-safe inventory.

The overall campaign achieved a cost per completed view (CPCV) of \$0.03, which was 78% lower than their target goal. The campaign achieved a 64% completion rate which was 5% higher than their target goal.

Key Results

\$0.03
cost per
completed view
(CPCV)

64%
video & audio
completion rate