

BUSINESS & INDUSTRIAL CASE STUDY

OVERVIEW

Client

Cybersecurity

Campaign Length

Three Months

Geography

National (US)

Total Investment

\$331,011

Objectives

Effectively grow brand recognition nationwide among prospective buyers

Products Utilized

Programmatic Display
Pre-Roll Video

RESULTS

34,044,112

Total impressions served across Programmatic Display and Pre-Roll Video campaigns

55,159

Total clicks to the client's website

.16%

Overall click-through rate (CTR) – nearly double the industry average



STRATEGY & SOLUTIONS

- The campaign was renewed twice after the initial one-month run.
 - The first two campaigns targeted utilized behavioral and demographic targeting to hone in on families with young children with household incomes of \$100,000+, and who may be tech explorers. Two ad sizes were used for Programmatic Display to extend reach and overcome ad fatigue.
 - Targeting was pivoted for the last campaign to reach families with kids, IT industry professionals and enthusiasts, and gamers.
- A pixel was placed on the client's US homepage to track clicks and interactions.