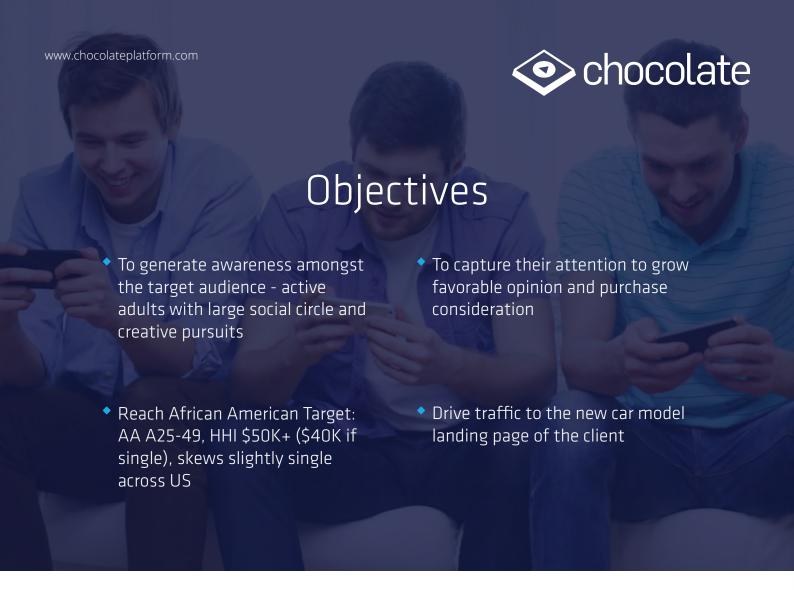


## SUCCESS STORY

How an Automotive client drove audience engagement for its new car model launch by utilizing Chocolate Marketplace



## Strategy & Execution

Across both mobile web & in-app environments, delivered high impact **Full Screen Video** with End Card & Rich Media Interstitial ad units with customizable buttons like "Explore, Build & Price, Local Specials, Interior, & Find a Dealer" buttons, allowing user to access additional information about the new car model

Utilized **3rd party audience data targeting and contextual targeting** to reach the appropriate audience

Since the main objective was to increase total traffic to the landing page and video completion rate with viewability benchmarks, we optimized the campaign accordingly and achieved CTR and VCR goals



## **KEY INSIGHTS**



The campaign was successfully delivered in full, resulting in over **78K clicks and 9.6M impressions** 

Amongst the targeted audience, the overall CTR recorded was **0.81%** 

**Over 76%** video completion rate was recorded for the campaign, showcasing excitement and interest in the featured video ad unit

## The Results

78K

0.81%

9.6M

**Impressions** 

76% Video Completion Rate