



SUCCESS STORY

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

Objectives

- ◆ To generate awareness amongst the target audience - active adults with large social circle and creative pursuits
- ◆ To capture their attention to grow favorable opinion and purchase consideration
- ◆ Reach African American Target: AA A25-49, HHI \$50K+ (\$40K if single), skews slightly single across US
- ◆ Drive traffic to the new car model landing page of the client

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

Clicks

9.6M

Impressions

0.81%

CTR

76%

Video Completion Rate