

Brewing up a VTR high for a leading beer brand



59% VTR score for outstream



Ozone and our client – a leading international beer brand – toasted success on a campaign to drive brand engagement, and the results were fantastic, with VTR a key highlight

CLIENT BRIEF

To raise awareness and engagement with the client's leading beer brand.

The client desired to take advantage of Ozone's premium publishers and trusted, well-known environments.

A tailored targeting strategy was informed by our unique first-party data. High VTR and CTR were core KPIs.

OUR SOLUTION

The near-universal reach of our scaled platform to the nation's internet users, combined with our unrivalled targeting capabilities, would be critical in increasing engagement more broadly.

Our high impact and engaging Skins and Premium Only Video outstream formats were used to deliver the campaign's bold and distinct creatives.

As part of our strategy, we served the campaign to beer fans and food and beverage consumers in behaviorally relevant areas of interest, such as football or content about sporting events.

CAMPAIGN RESULTS

+31% higher VTR vs. benchmark

Our Premium Only Video outstream video format delivered an incredible 59% VTR, a whopping +31% higher than the 45% benchmark for the format and video length. Alongside this fabulous score, the campaign delivered an impressive overall CTR of 0.68%. Star formats included Skins (1.16% CTR) and outstream (0.14%), both of which were well above the respective format benchmarks.

70% viewability

The campaign's eye-catching creatives, combined with our high attention formats, contributed to a successful 70% viewability score, which exceeded benchmarks.

+2.8% brand lift

The campaign achieved an overall brand lift of +2.8% points with increases in both the upper and lower funnels, most notably in consideration. The +1.4% point increase in consideration reflects the campaign's success in increasing awareness of the beer to sample it.

Sources: Ozone & Brand Metrics