

Finance client cashes in on Premium Only Video



Ozone and our client – a leading finance brand – joined forces with a campaign aimed at raising awareness and consideration of the high-street lender among first-time buyers.

CLIENT BRIEF

Harness the power of Ozone's unique first-party data, to target key audiences and drive awareness. Align the brand with first-time home buyers in context to boost attention and engagement, through video and standard IAB formats. Measure brand lift with a focus on upper funnel measures; awareness and consideration.

OUR SOLUTION

With a near universal reach of the nation's online population, our scaled platform and targeting capabilities are proven awareness drivers. To be seen in the right place at the right time, we activated the campaign using contextual Personal Finance, Family & Relationships and Television segments. Further behavioural targeting was used to build additional reach. With the use of video paramount, we combined the non-intrusive nature of our Premium Only Video outstream player with standard IABs to increase frequency of exposure.

CAMPAIGN RESULTS

11.6% brand uplift

A very strong brand uplift was seen for this campaign, with an overall shift of 11.6%. The campaign drove great awareness uplift, achieving a lift 4.1x higher than the finance industry average, as measured by Brand Metrics.

77.9% viewability

The campaign achieved very impressive results in terms of viewability, beating MOAT benchmarks by 22% with an overall score of 77.9%.

46.7% VTR

VTR from Ozone's Premium Only Video was really successful in achieving an overall score of 46.7%, sitting comfortably ahead of industry benchmarks for the outstream video format.

Sources: Ozone & Brand Metrics

