

Premium Only Video Pre-roll delivers superb VTR



69.8% Overall VTR score



Ozone, our agency partner and their client – a leading name in the world of entertainment – enjoyed a dream campaign debut with our new Premium Only Video Pre-roll format

CLIENT BRIEF

The client wanted to interact with audiences of Pop Culture, Events & Attractions, and Art within contextually relevant areas.

Objectives included raising brand awareness and engagement, trialling our new Premium Only Video Pre-roll format.

OUR SOLUTION

Our brand new Premium Only View Pre-roll video format was used to display the client's bold and distinctive campaign creatives, including a 30 second video.

The combination of our scaled platform – with a near universal reach of the nation's internet users – and targeting capabilities would be critical in raising engagement more broadly.

Our targeting strategy included serving the campaign to audiences of Events & Attractions and readers of Pop Culture in contextually relevant areas of interest, such as those reading about Music Concerts and Art.

CAMPAIGN RESULTS

Pre-roll launch partner

This leading entertainment client and their agency chose to collaborate with Ozone as launch partners for our new Premium Only Video Pre-roll format. The results delivered outperformed all expectations.

69.8% VTR for a 30 second video

This pre-roll campaign achieved an incredible overall VTR score of 69.8% – a strong VTR performance for the campaign's 30 second video creative.

1.13% CTR overall

An overall CTR score of 1.13% finished far in excess of video benchmarks. A combination of pre-roll and outstream format also drove impressive viewability. These stellar levels of visibility and engagement are indicative of the campaign's overwhelming success reaching the target audience.

Source: Ozone

