

ADVANCED
CONTEXTUAL



ALCOHOL CASE STUDY

- Spirits

ALCOHOL CASE STUDY

RELEVANT CONTENT DELIVERS PRE-ROLL COMPLETION



OBJECTIVE

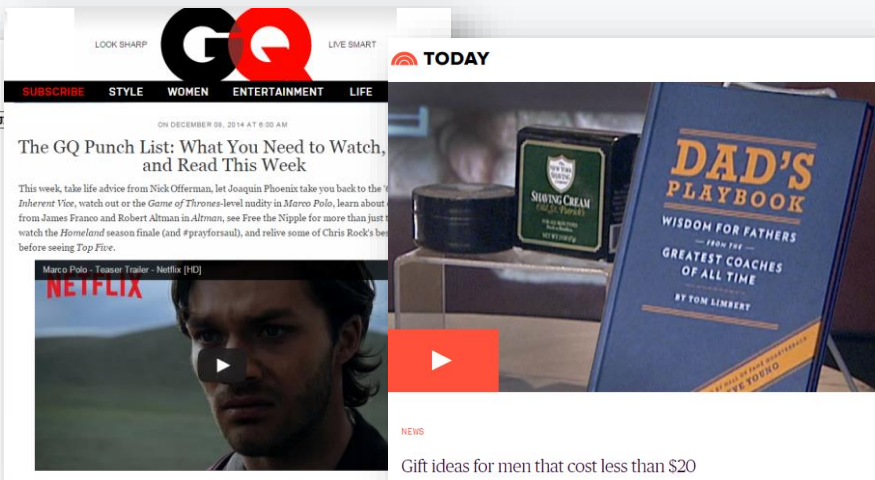
Global spirits company sought to promote its Scotch whisky gift box to men 21-34 during the winter holiday season. Agency selected pre-roll video to boost brand awareness.

STRATEGY

We built custom Content Targets™ around men's gifts, men's lifestyle, and popular spirits & alcoholic beverage recipes. Then we optimized towards premium, user-initiated pre-roll as well as men's gift guides which was the top performing Content Target during this campaign.

RESULTS

We successfully reached the client's ideal audience by matching pre-roll videos on relevant pages & sites. The campaign achieved a 79% completion rate and 0.18% CTR, exceeding the client's benchmarks.



79%
VIDEO COMPLETION RATE

0.18%
CLICK THROUGH RATE