

OVERVIEW

Client

Energy company

Campaign Length

Annual Campaign

Geography

City in Midwest

Monthly Investment

\$5,000

Objectives

Drive brand awareness and increase visibility among small business owners and B2B audiences.

Products Used

Streaming TV and Programmatic Video

RESULTS

99%

Video completion
rate on large screen
(Streaming TV).

60%+

Completion rate on
small screen video.

400+

Monthly conversions
(Homepage visits
"Contact Us" page views
"About Us" page views).

STRATEGY AND SOLUTIONS

- To reach the client's ideal B2B audience, we implemented a strategic mix of Streaming TV and Programmatic Video. We chose these high-impact video formats because they deliver engaging, memorable content across large and small screens.
- We've maintained monthly viewer engagement by focusing on compelling creative, and precise targeting. The campaign performed exceptionally well, with strong completion rates and consistent conversions indicating successful brand recall.
- This always-on campaign continues to strengthen brand visibility in a competitive market, delivering measurable results and engagement with the target audience.