

CASE STUDY

Leading Tech Brand Boosts Awareness and Sales With Next-Level Display Campaigns

SUPERIOR RESULTS

87.2%

AVERAGE VIEWABILITY

.48%

AVERAGE CLICK THROUGH

CHALLENGE

A leading global consumer electronics company that focuses on industry evolution and changing consumer lifestyles wanted to use highly targeted display ads to move more of their computer products within big box retailers.

SOLUTION

The electronics company chose Vericast's Display Advertising solution for its precise targeting, powerful media engagement and key campaign insight capabilities.

Our solution leverages data in the Vericast Consumer Graph™ to find people ready to act by uniting consumer browsing and buying behaviors with their home and the places they go.

Display Advertising offers next-level visibility through dynamic creative offerings that help drive business results by showing more relevant products, nearest store locations and more.

By providing a wide range of audience insight, this solution delivers timely information to inform future display advertising campaigns.

RESULTS

Through precise reach and real-time optimization, Vericast's Display Advertising solution delivered more than 48 million impressions across five display campaigns and exceeded industry benchmarks with 87.2 percent average viewability and .48 percent average click through rate.

Post-campaign analysis revealed valuable audience insight, including interests and shopping patterns, which helped plan future campaign targeting strategies and strengthen performance.

Vericast's Display Advertising exceeded industry benchmarks with **87.2% average viewability** and **.48% average click through rate**.

Many variables impact campaign success. The information is contained within this case study is provided for demonstrative purposes only. Vericast does not guarantee or warrant a particular level of success with a campaign.

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