

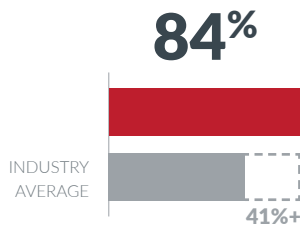
33 across

TIME-IN-VIEW DRIVES 16% BRAND LIFT

A CPG BRAND CASE STUDY



Lift in Brand Awareness



Viewability



More People Viewed the Ad per Minute

The Challenge

An innovative fresh pet food startup was looking to efficiently drive national brand awareness to break into a competitive category. They believed there was a correlation between an ad's time-in-view (TIV) and its impact on media spend, awareness, and brand lift. The advertiser and their agency turned to 33Across' Attention Platform™, hoping the platform's highly viewable ad units could drive a significant boost in campaign effectiveness.

Strategy

Not only was time-in-view an important component but the campaign's ability to scale was also a factor in maximizing opportunities for optimization. The advertiser used 33Across Impact Ads, which transform standard IAB creative to rich media-like programmatic placements across thousands of directly integrated publisher partners. These units were consistently delivering an average time-in-view of 25 seconds for 33Across advertisers. To understand the value of greater time-in-view, the advertiser used Nielsen (VIZU) to compare performance to standard IAB placements.

Results

Overall, the 33Across Impact Ads outperformed the open market driving significant brand lift, thanks to superior time-in-view. In some instances, campaign time-in-view averages exceeded industry benchmarks by almost 50% when broken down into standard increments of time. The results indicated that a higher time-in-view had a direct correlation on brand performance and media efficiency.

- 16.1% lift in brand awareness
- 84.32% average campaign viewability, more than double the industry average
- 50% lift over industry time-in-view benchmarks
- 15.31 people viewed the ad per minute compared to 1.34 people per minute on the open exchange

Campaign time-in-view averages exceeded industry benchmarks by almost 50%