



TIME-IN-VIEW DRIVES ONLINE TECH SALES

AN ECOMMERCE CASE STUDY

Campaign Overview

A leading consumer technology company was using programmatic display advertising to efficiently drive shoppers who demonstrated high intent behaviors to their ecommerce site. They wanted to test if a time-in-view greater than the industry's 1 second standard would help boost conversion rates. They turned to 33Across' AttentionX™ exchange to seamlessly target specific time-in-view increments at scale.

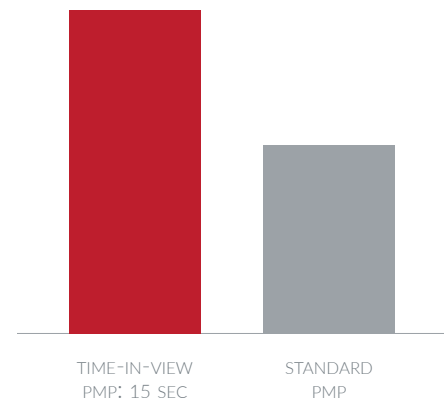
Strategy

Using AttentionX's time-in-view-based buying capability, the advertiser chose to bid across 15 second time-in-view increments on a CPM basis across desktop, tablet, and mobile. They hoped that optimizing to a longer time-in-view would deliver more efficient performance for their campaign. The advertiser also leveraged 33Across' proprietary Impact Ads as part of their campaign in order to deliver both high time-in-view and engagement.

Results

Given the powerful combination of the Impact Ads and consistent time-in-view targeting the campaign had a 67% increase in conversion rate versus the client's standard PMP performance.

+67%



Time-In-View vs. Standard PMP

The combination of consistent time-in-view targeting and Impact Ads increased their campaign conversion rate by 67%.