SPIN CREATIVE
story in motion™

choozle | Case Study

Spin Creative launched a programmatic video ad campaign for their telecommunications client to drive engagement and conversions

THE OBJECTIVE

- Build brand awareness using programmatic video ad campaigns
- Drive quality traffic to designated landing pages
- Leverage compelling creative, programmatic advertising technology, and behavioral targeting tactics to reach potential business customers online

THE SOLUTION

Spin Creative utilized Choozle's platform to execute programmatic video ad campaigns for their client, a provider of Internet, phone and video services to residential and business customers on the West Coast. In order to drive quality traffic to campaign-specific landing pages, a variety of targeting strategies were implemented including behavioral targeting via third-party data, contextual targeting, geo-targeting and retargeting. Choozle's data-driven targeting combined with Spin's attention-grabbing video creative (and companion banner ads) yielded an above-industry standard Click Through Rate (CTR) of .23% which drove engagement and conversions of new clients.

.23% — **CLICK THROUGH RATE** THROUGHOUT THE CAMPAIGN (CTR)

9,488 — **CONSUMERS** WERE DRIVEN TO TO CAMPAIGN-SPECIFIC **LANDING PAGES**

6M+ — **IMPRESSIONS** THROUGHOUT THE CAMPAIGN [6,482,355]

The campaign achieved the results above over the course of 6 months.

"With access to over **two million** online ad impressions per second and **thousands** of publisher sites through a network of industry-leading ad exchanges, Choozle's platform enables us to execute strategic video ad campaigns for our clients that drive **measureable results**."

Matthew Billings
Executive Creative Director & Principal
SPIN CREATIVE