

## Case Study

Video can be an impactful creative type to drive interest for automotive dealers. A regional auto dealer was looking to consolidate their marketing efforts by finding a demand-side platform that could run video and other creative types. Choozle engaged in a head-to-head test with another platform with similar targeting and budgeting parameters to reach users interested in luxury automobiles.

### The Objective

- Leverage video ads to build brand awareness for live music events
- Optimize placement of video ads by leveraging private marketplace ads
- Gain and maintain knowledge of programmatic advertising strategies and tactics

### The Solution

The entertainment industry has been adapting to the challenges brought by COVID-19. The national ticketing provider shifted their business to provide online music events as consumer behaviors shifted. However, they faced the challenge of making consumers aware of this offering.

As a solution, the ticket provider looked to drive awareness with video and audio ads to extend their reach across multiple markets and drive consumers to join their online music events. Leveraging private marketplace contracts and open marketplace, they could purchase premium, relevant inventory from Spotify and Deezer. Simultaneously, they enabled video auto-optimization and limited small player size to target quality video placements while trimming underperforming sites across brand-safe inventory.

The overall campaign achieved a cost per completed view (CPCV) of \$0.03, which was 78% lower than their target goal. The campaign achieved a 64% completion rate which was 5% higher than their target goal.

### Key Results

**\$0.03**  
cost per  
completed view  
(CPCV)

**64%**  
video & audio  
completion rate