



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, geotargeting 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 of .23%, which drove engagement and new client conversions.

Key Results

.23%
click-through rate
throughout the campaign

9,488
consumers were
driven to campaign-
specific landing pages

6M+
total impressions
throughout the
campaign

Spin Creative
achieved these
results 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 measurable results."

-Matthew Billings, Executive Creative Director & Principal