

Case Study

Consumers have a lot of purchase options, but targeted advertising allowed one video-streaming service to cut through the noise. Leveraging the Choozle platform allowed the brand to use a mix of strategies to outperform cost-per-acquisition (CPA) goals by 2x for their direct response campaign.

The Objective

- Gain incremental budgets by proving the effectiveness of targeted video advertising to drive conversions
- Achieve a CPA of \$60 or less
- Outpace a video completion rate goal of 50%

The Solution

A video-streaming service was looking to drive awareness and engagement for a live-streamed sports event. While this campaign was primarily aimed at driving conversions by hitting a \$60 CPA goal, the service hoped to outpace their video completion rate goal to win incremental budgets by proving the effectiveness of targeted video.

They used targeted video advertising to drive users to purchase a subscription for future live-streamed sporting events. Using bid factoring, the service increased their bids on specific high-performing inventory segments, such as mixed martial arts-focused websites and relevant geolocations. By the end of the campaign, the service outperformed its CPA goal by 2x with a \$30 CPA, achieved a video completion rate goal of 65 percent, and won incremental budgets. As a result of their success with Choozle, the video-streaming service consolidated all their further their direct response and branding campaigns in a single platform.

Key Results

Achieved a
CPA of \$30
and outperformed
the original goal by
2x

Achieved a
video completion
rate goal of
65%

Won
incremental
video budgets