



Television Station in the Western United States

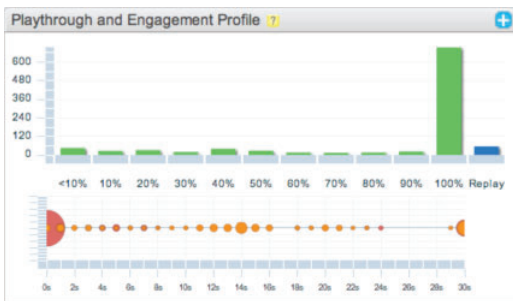
Tune-in promotions, whereby local television stations promote their program calendar, are an important tool stations use to drive up viewership during the “sweeps” period. Sweeps conducted by Nielsen Media Research set audience size and composition and impact a station’s market pricing.

Objective

Drive awareness and viewership during the critical November sweeps (conducted from the last week of October through the first week of November).

Strategy

One week prior to sweeps week, promote news specials to drive viewership during the monitor period.



As the green bars demonstrate, viewers were highly engaged with the VideoAd. Seventy percent watched the VideoAd to completion. The orange circle represents, visually, the high level of activity that occurred throughout the VideoAd.

“We’re extremely pleased with the VideoAd campaign results for the November sweeps, so much so that we’re already committed to run another VideoAd campaign for the upcoming May sweeps.”

Television Station Representative

Methodology

Created four VideoAds promoting special programs. Rotated the VideoAds randomly through the same Player.

Results

VideoAds make display ad units **high impact** and offer so much more than regular display ads. VideoAds engage potential customers – letting them interact with your brand, drive direct response, and build brand exposure (without forcing viewers to leave the page). The clicks they do generate are more qualified ones. Regular display ads only offer clicks away from the page and, consequently, disrupt the viewer experience.

- The overall engagement rate (ER) for the 4 VideoAds was more than 5 times better than the clickthrough rate (CTR) achieved by typical display ads.
- One VideoAd achieved an ER of 1.12 percent and CTR of 0.11 percent. The VideoAd had a provocative title and performed more than 4 times better than the exact same VideoAd with a tamer title.
- In less than a week, viewers watched 660 minutes of the campaign’s VideoAds. On average, viewers watched almost 80 percent of a VideoAd. Seventy percent of the total viewers watched the VideoAd to completion.
- This VideoAd campaign delivered a \$3/engagement ROI. Typical ROI for display ads is \$10/click.