

CASE STUDY: ACTIVATE

ACTIVATE EXCEEDS BENCHMARKS IN LUXURY RETAILER'S CTV SEQUENTIAL MESSAGING CAMPAIGN

A prominent luxury brand in the U.S., partnering with its advertising agency, aimed to heighten brand awareness in preparation for the holiday season, focusing primarily on CTV.

Their objective was to leverage sequential messaging (CTV to online video and display) to establish an omnichannel impact, engaging affluent audiences and aligning with premium publisher inventory that would resonate with the brand's ethos.

THE CHALLENGE

During the implementation of this strategy via their main media-buying platform, the luxury brand faced hurdles in reaching their target audience at scale, causing significant under-pacing.

Faced with a tight campaign schedule and internal resource constraints, the brand sought to secure a new managed service offering with a tech partner capable of overseeing, executing, and optimizing campaigns.

The advertiser sought an alternative solution to their usual activation platform to address these challenges effectively.

THE SOLUTION: ACTIVATE

The luxury brand selected Activate, which reduces hops between buyers and premium publishers and increases media activation efficiency across cost, operations, and scale.

Via Activate, the brand was able to target the campaign's niche, affluent audience across PubMatic's entire premium inventory pool. PubMatic's client services teams ensured swift and agile campaign setup, activation, and optimization, which was invaluable given the advertiser's resource constraints.

In concert with PubMatic's premium inventory, Activate's robust support for sequential messaging and comprehensive audience targeting resulted in the customer meeting and/or exceeding campaign benchmarks.

SUCCESS BY THE NUMBERS

100%

Achieved
CTV CPC
Benchmark

+17%

Above Online
Video VCR
Benchmark

+40%

Above Display
Landing Page Visit
Rate Benchmark