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Driving 1.60x ROAS: A Successful Case Study on Leveraging OTT Advertising
Case Study - High-End Online Furniture CTV/OTT

Our long-standing client in the high-end online furniture industry has been working with us for three years across Paid Search, Paid Social, and our Sponsored Content Network to enhance their brand visibility and boost sales in their increasingly competitive market.

To maximize their success and meet the company's Memorial Day sales goals, we strategically introduced Over-The-Top (OTT) media into their advertising strategy in May 2023. Leveraging premium streaming services and implementing a geo-incrementality test, our client was able to achieve remarkable results.

Here's a breakdown of our approach.

The Goal: Boosting Awareness and Sales

The primary objective of the campaign was to increase awareness and generate sales for a high-end furniture client during their Memorial Day Weekend (MDW) sale period. To achieve this, the campaign focused on leveraging OTT media, including YouTube Connected TV (CTV), to target high-income households and individuals actively seeking upscale furniture.

The Strategy: Precision Targeting and Incrementality Testing

The strategy involved precisely targeting two key segments: high-income households and in-market, upscale furniture intenders. This approach also included strategically placing ads across premium streaming services. To track website activity and optimize ad targeting, a universal pixel was utilized. In order to drive net new sales, past and current purchasers were excluded from the campaign.

To assess the effectiveness of OTT media, a geo-incrementality test was conducted using Shopify sales data. Specific Designated Market Areas (DMAs) were targeted for the test, ensuring comparability between OTT and YouTube CTV. A select few markets were chosen to overlap between the two platforms, and the markets that were not targeted on either OTT or YouTube CTV were considered holdout, allowing for a comprehensive evaluation of their performance.

The Results: Impressive ROI and Incremental Lift

The case study yielded exceptional results, demonstrating the impact of the OTT media strategy. The key findings include:

1.60x Return on Advertising Spend (ROAS).
106% Incremental Lift in Site Traffic/Engagement, showcasing the effectiveness of the strategy in capturing the attention of the target audience.

Additionally, the Shopify Analysis showed the following:

OTT markets drove 82% incremental revenue compared to holdout.
The overlap between OTT and YouTube CTV markets contributed significantly to the campaign's success, driving 45% incremental revenue.
YouTube CTV markets drove 31% incremental revenue.

These results prove the efficacy of targeting high-income households and in-market furniture intenders through premium streaming services and serve as a testament to the value of leveraging OTT media in driving sales.

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High-End Online Furniture

A lift test matching zip codes to Shopify sales data drives 1.60x ROAS and 106% incremental lift in site traffic and engagement from OTT advertising

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Using a multi-channel audio strategy and creative optimized for unique target audiences, we grew our client's market footprint by 350% with a 950% increase in app signups

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