

Streaming Ad Campaign

Analyzing ad format and channel effectiveness for a streaming platform

Objective

Evaluate campaign effectiveness by comparing CTR and conversions across channels and creatives.

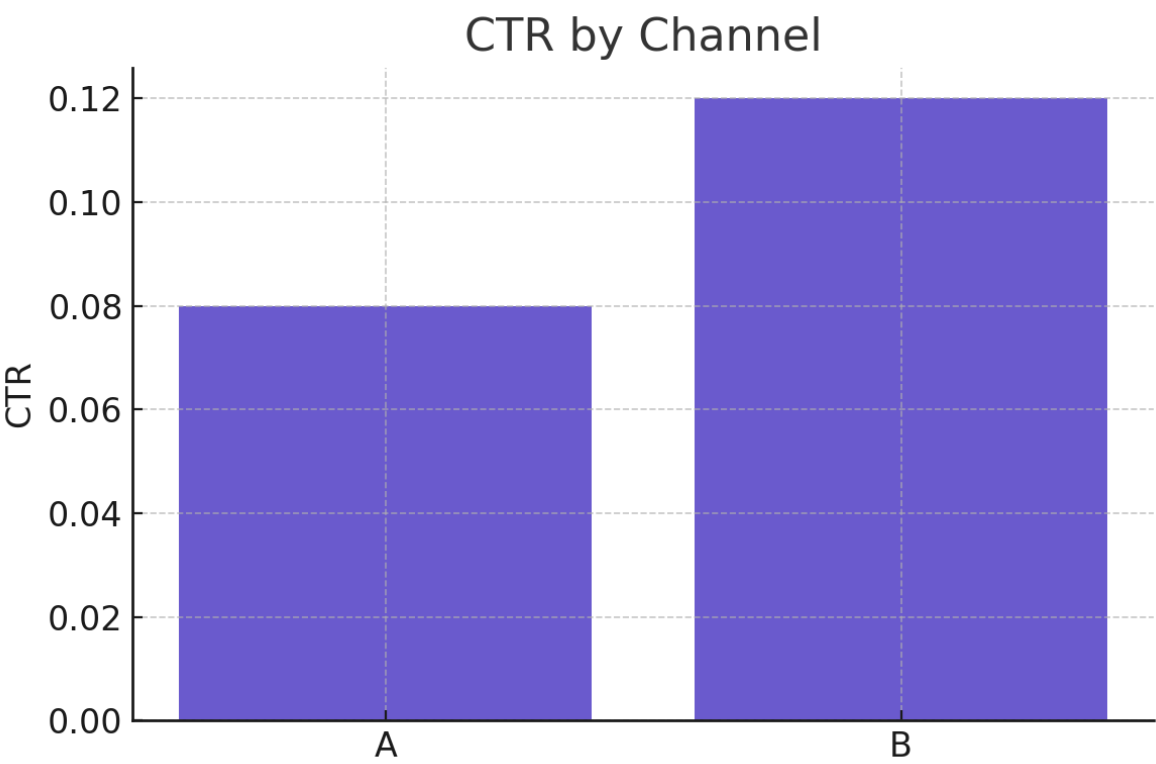
Methodology

Simulated campaign data across four channels and three creative types. Measured CTR, ROAS, and conversions.

Key Insights

- Video creatives had highest CTR and conversion.
- Static formats underperformed.
- Social channel showed best return.

Visualization



Recommendations

- Allocate more spend to video formats.
- Test hybrid ad variants.
- Optimize underperforming static placements.