

CASE STUDY: VOD EST

Audience Segmentation Drives EST Sales

The Challenge

Identify African American audience segments for EST sale of “Black Panther.”

The Approach

Run authenticated IP targeted advertising against two key segments (African Americans/heavily populated urban cities) to push EST sales for “Black Panther” during the first week of EST title release to VOD.

The Results

There was a ROI of 17.7 to 1 on the exposed audience segments. With half of the impression delivery of the control, there was a 2x higher CTR for the exposed audience for IP targeted display, and 200% lift on video CTR per HH among exposed HHs vs. unexposed.

**Flight
Duration**

1
Week

Targeted HHs

2,396,368
HHs

**Impressions
Delivered**

23,496,320
Impressions

Campaign Results by the Numbers:

200%

Increase in video CTR in the African American (exposed) segment vs. control (unexposed)

2x

Higher audience targeted display CTR with the African American audience segment vs. control

3x

Higher order/conversion rate in the African American audience segment vs. control