

Test, Track & Optimize

Non-profit advertiser looking to increase donation volume and dollar amount. News programming on linear TV had been a primary focus of past campaigns. Research transformed the approach to include other linear entertainment networks as well as CTV/OTT to reach people likely to donate to charity

Our solution



TEST:

Entertainment linear TV networks and streaming CTV/OTT were added to the campaign to test.



TRACK:

Website donations were tracked for linear TV networks and CTV/streaming by daypart, day and creative to analyze response. Linear TV impression delivery was also tracked in relation to website response.



OPTIMIZE:

Linear TV units and streaming IMPs were shifted to higher-performing networks and dayparts based on weekly donations. CTV Media's strategic shifts resulted in remarkable year-over-year increased donation volume and dollars.