

Objective

An online car rental company wanted to build awareness of their services, while driving site visits and sign-ups for service information. Their target audience consisted of “urban movers and shakers” aged 18+ in New York City.

Solution

Exponential employed four key targeting solutions to ensure the ideal audience was reached: advanced demographic and geographic targeting to reach the brand’s core prospects of urban adults 18+ who reside in New York City, as well as vertical and contextual targeting to reach users actively looking at relevant automotive, entertainment, lifestyle and sport content. In addition, In-stream implemented a Vizu brand study to measure brand lift and awareness.

To drive site visits and sign-ups for service information, Exponential ran a custom Interactive Overlay unit and a 15 second Standard Pre-Roll.

Results

- The powerful combination of advanced targeting, high-performing units and engaging content positively impacted site traffic and helped increase awareness of the company’s online services.
- The Standard Pre-Roll successfully drove traffic to the website with a click-through rate (CTR) of 1.82% and an eCPC of \$0.63.
- In-stream entertainment and lifestyle content drove the highest CTRs at 3.01% and 2.71%.
- The campaign was cost-effective, with an overall eCPC of \$0.85.
- Finally, the Vizu study revealed an impressive 24.2% lift in brand awareness, which is 3x the average lift in this category.

Key Insights

- Along with strong campaign performance, the brand also garnered key insights into what works:
- Full-stream units are more efficient in driving CTR.
- Males and younger demographic segments appeared most interested in the service garnering a CTR of 2.8% & 2.9% respectively.

