

Case Study – Education Client

CHALLENGE

In a challenging recruiting environment with the growing demand for higher education, a public 4-year university situated in a mid-sized market had strategic initiatives to enhance its outreach efforts significantly. The primary objective was to elevate awareness, drive a higher volume of applications and increase campus visits from both new and transfer students. The university aimed to foster an environment where potential students were not only aware of the institution but also enticed to explore its campus in person, ultimately resulting in increased applications and enrollment.

SOLUTION

A fully integrated digital campaign was utilized integrating multiple static and video tactics. The university also added an Over-The-Top (OTT) video streaming campaign. The campaign utilized both geographical targeting and an address list from the university. The primary audience was identified as Adults 16 – 24 for both first year students and transfers. A branding video was developed showcasing different aspects of the university.

RESULTS

In 6 months of adding OTT, the video streaming campaign delivered:

- Impressions: 734,691
- Total Video Views: 733,011
- Completed Video Views: 710,144
- Completion Rate: 96.88% (exceeding the tactic benchmark of 70%)
- Cost Per Video View: \$0.05
- Cost Per Thousand Impressions: \$50.12 (in line with the tactic benchmark of \$30-50)
- Clicks: 71

734,691
IMPRESSIONS

710,144
COMPLETED VIDEO VIEWS

96.88%
COMPLETION RATE



Case Study – Plumbing/Heating/Cooling Client

CHALLENGE

A local Plumbing/Heating/Cooling business aimed to increase awareness of their services and brand while also growing their customer base within their primary service area. They wanted to be able to change their creative messaging quickly dependent on seasonality and weather as well.

SOLUTION

An integrated marketing campaign was implemented, utilizing digital, social media and traditional media tactics. Over-The-Top (OTT) video streaming was added as part of the strategy as well. The target audience was identified as Adults 25-54 who were homeowners, and the target geography was determined as a 15-mile radius of a neighboring town to encompass their primary service area. Multiple video creatives were developed specific to heating, air conditioning, and plumbing (dependent on seasonality) and promoting the business' trained technicians.

RESULTS

- In 6 months, the OTT video streaming campaign delivered:
- Impressions: 352,406
- Total Video Views: 338,541
- Completed Video Views: 318,066
- Completion Rate: 93.95% (exceeding the tactic benchmark of 70%)
- Cost Per Video View: \$0.05
- Cost Per Thousand Impressions: \$43.47 (in line with the tactic benchmark of \$30-50)
- Clicks: 361

352,406
IMPRESSIONS

318,066
COMPLETED VIDEO VIEWS

93.95%
COMPLETION RATE



Case Study – Private Medical Sub-Specialty Practice

CHALLENGE

A large private sub-specialty medical group with multiple locations sought to enhance the visibility and awareness of the services offered to attract a broader and larger patient base. They had also recently opened a new location that also needed a boost in awareness.

SOLUTION

An integrated marketing campaign was implemented, utilizing digital and traditional media tactics. The target audience was identified as Women 25-64 in a 30-Mile radius of the newest clinic location . Cohesive, patient-centered creative was developed utilizing patient’s testimonials and images throughout all creative tactics.

RESULTS

In 6 months, the OTT video streaming campaign delivered:

- Impressions: 499,995
- Total Video Views: 490,779
- Completed Video Views: 453,047
- Completion Rate: 92.31% (exceeding the industry benchmark of 70%)
- Cost Per Video View: \$0.04
- Cost Per Thousand Impressions: \$31.72 (in line with the average range of \$30-50)
- Clicks: 169

499,995
IMPRESSIONS

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COMPLETED VIDEO VIEWS

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