



S U C C E S S   S T O R Y

# INDUSTRIAL SERVICES BRAND

13% SAVINGS ACHIEVED THROUGH STRIKE SOCIAL'S  
OPTIMIZATIONS VIA YOUTUBE AUCTION FOR CTV





## CLIENT'S GOAL

An industrial brand elevated its 6-month YouTube brand awareness campaign and maximized campaign outcomes, resulting in an 8% Q3 ad cost efficiency vs Q1 flight run.

Despite higher ad costs due to key events such as increased political ad spending and retail holidays, Strike Social led the campaign to its goal through detailed campaign management and data-guided optimization efforts in winning the CTV impressions on the YouTube TV auction.







**>90%**

Targeted Connected TV impressions acquired

**8%**

Continued CPM reduction from Q1 2024 to Q3 2024 performance

**13%**

Cost-efficiency achieved for total campaign vs. guaranteed CPM

**9K+**

Campaign optimizations to deliver maximum impressions on Connected TV

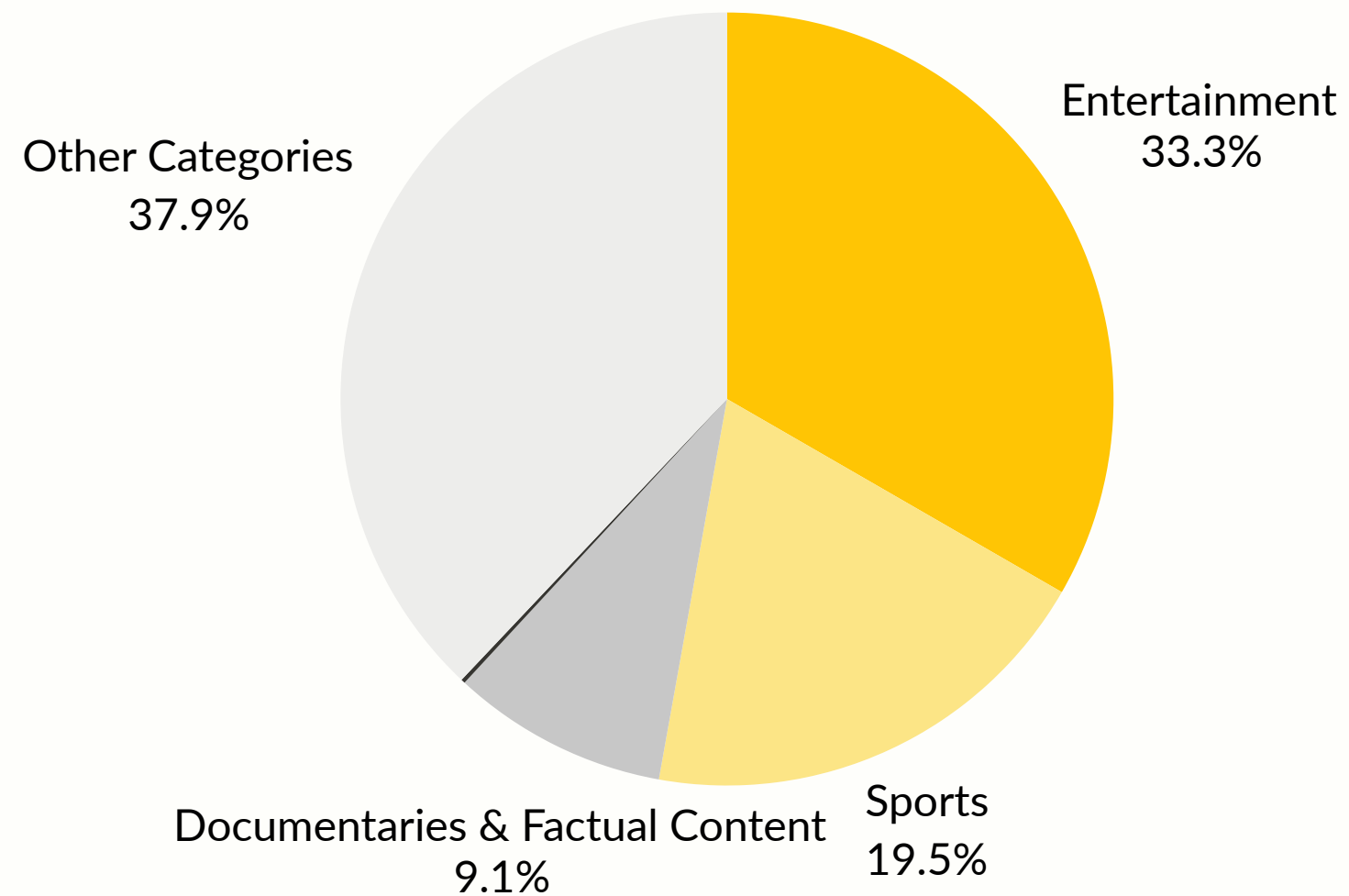


# YOUTUBE TV PLACEMENTS

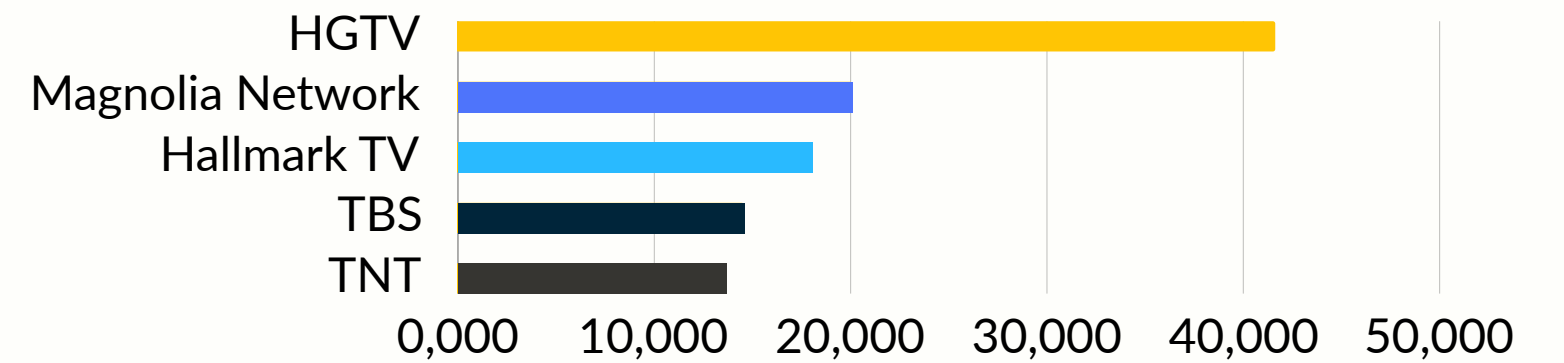
Top Channels and Categories Out of 600K+ Impressions Delivered on YouTube TV

TrueView Instream Non-Skippable, US Campaign, March–September 2024

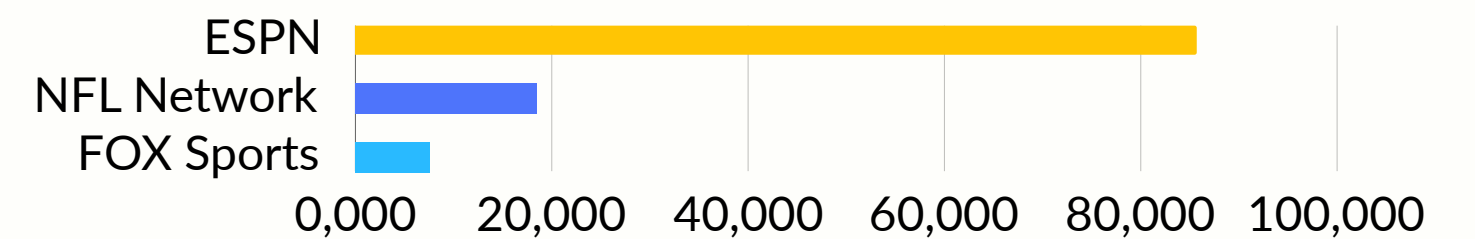
**Top Impressions by Category**



**Top Impressions on Entertainment Channels**



**Top Impressions on Sports Channels**



# STRIKE SOLUTION YouTubeTV

- The team decided to utilize In-Stream Non-Skippable ads on both the YouTube app and YouTube TV, specifically targeting Connected TV users to maximize brand visibility.
- To align with the client's priority for Connected TV, we directed most impressions to YouTube TV and YouTube CTV placements, effectively targeting engaged viewers while optimizing expenses.
- Continuous manual bid adjustments and optimizations ensured that ads remained competitive and cost-effective, maintaining favorable rates for CTV placements despite increased political ad spending in Q2 and Q3.





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