



STATEWIDE INITIATIVE USING YOUTUBE AND CONNECTED TV ADS

63% of Total Spend on CTV Delivered Impactful Engagement,
Helping Drive 50% CPV Reduction

SUCCESS STORY



Client's goal

A state government agency strategically targets high-risk drivers, particularly males aged 18-34, during the St. Patrick's Day holiday, a period typically associated with an increase in alcohol-related accidents.

In line with its strategy, together with our client, the campaign's digital-centric approach leveraged YouTube's Video View Campaign (VVC) alongside Connected TV placements as the platform of choice to effectively reach the key demographic and drive greater impact.



Campaign outcome

50% Achieved Savings

Actual CPV \$0.0170 VS.
Guaranteed \$0.0300

12% CTV Efficiency vs Overall CPV

Connected TV device led device efficiency



67%

More than 2 out of 3
video completion
views are from CTV

Capitalizing on the
larger screen format
to improve ad
visibility and minimize
skip rates.

70%

Views distribution
was viewed on a
bigger screen

CTV proves its
effectiveness in
retaining viewers and
delivering the
campaign message in
all viewing quartile.

63%

CTV device
spend optimization

Optimizing the
campaign budget to
CTV is investing in the
most cost-effective
platform for maximum
impact and
engagement.

Strike solutions

Data-Driven Real-Time Optimization

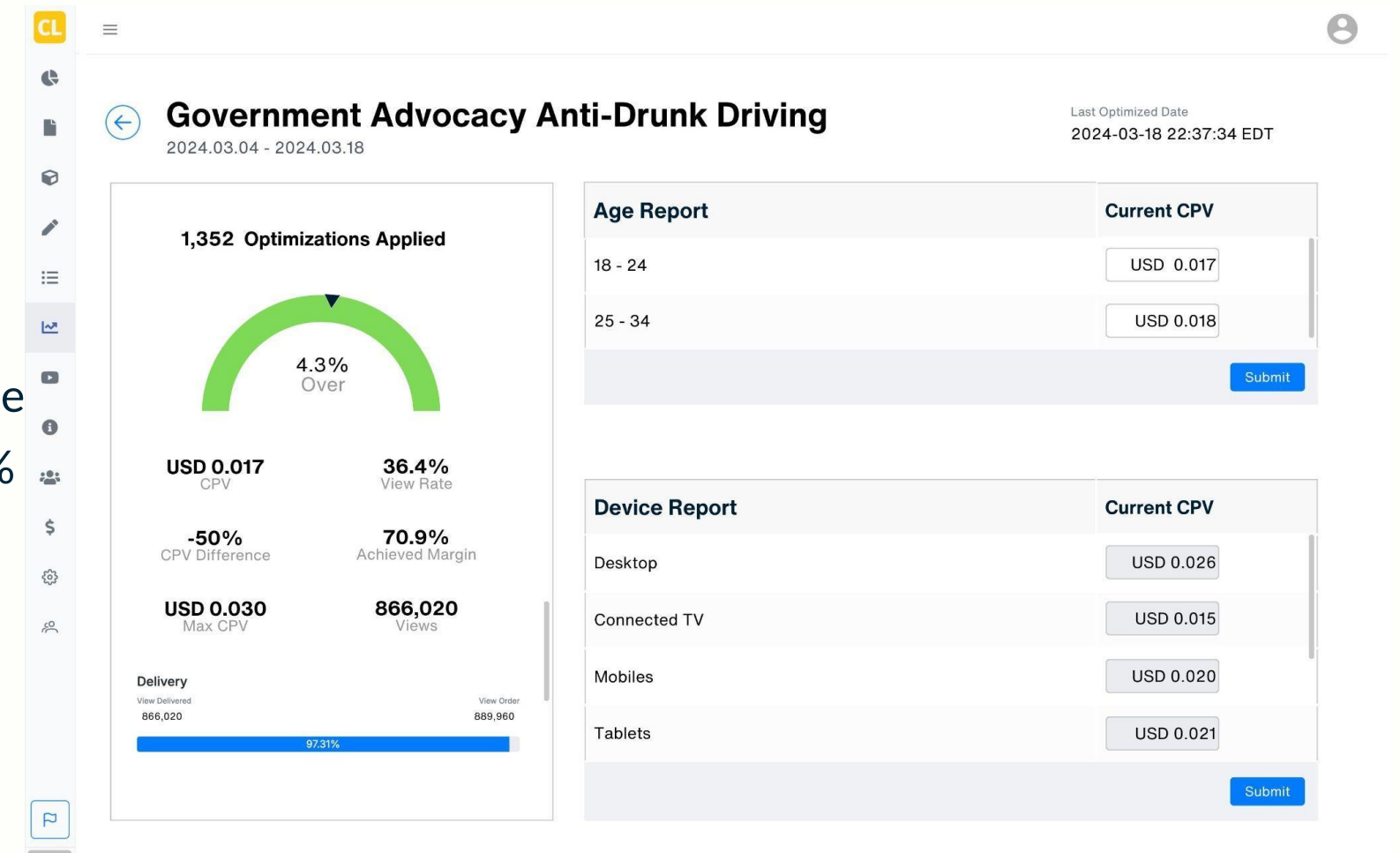
Strike Social managed the campaign using real-time data to optimize placements dynamically, guaranteeing ads were shown to the best-performing device or audience segments. This approach improved CTV efficiency, reducing the CTV ad costs by 12% lower than the overall CPV.

Hyper-Local Targeting for Geo Relevance

Hyper-local targeting was used to promote statewide initiatives to specific regions heading to the St. Patrick's Day holiday. By concentrating on these high-risk areas, the campaign effectively reached key audiences, ensuring greater relevance and engagement. Even with audience specificity, the campaign achieved 50% savings.

Leveraging VVC Access to Both Non-Skippable and Skippable Ads

Non-skippable ads in the Video View Campaign helped achieve 67% of video completions, securing the deliverability of the campaign's message in every type of viewing behavior. The laid-back experience of the larger screen contributes to higher ad completion rates. CTV outperforming other devices in video completion rate (VCR) and view rate (VR).





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