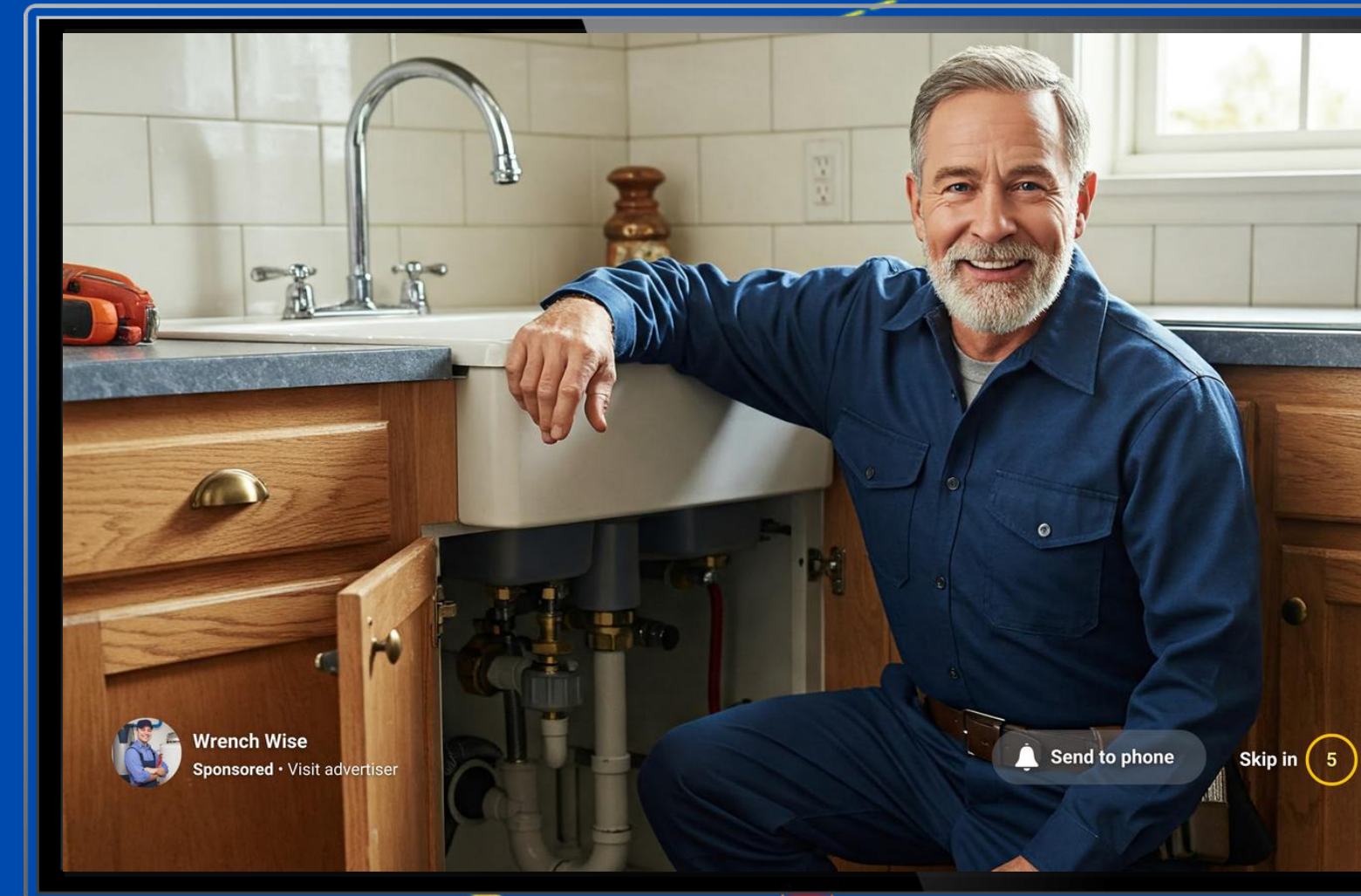




# COST-EFFICIENT CTV STRATEGY DURING PEAK HOLIDAY SEASONS

CONNECTED TV DRIVES 13% CPM SAVINGS  
ACROSS HIGH-VALUE MARKETS

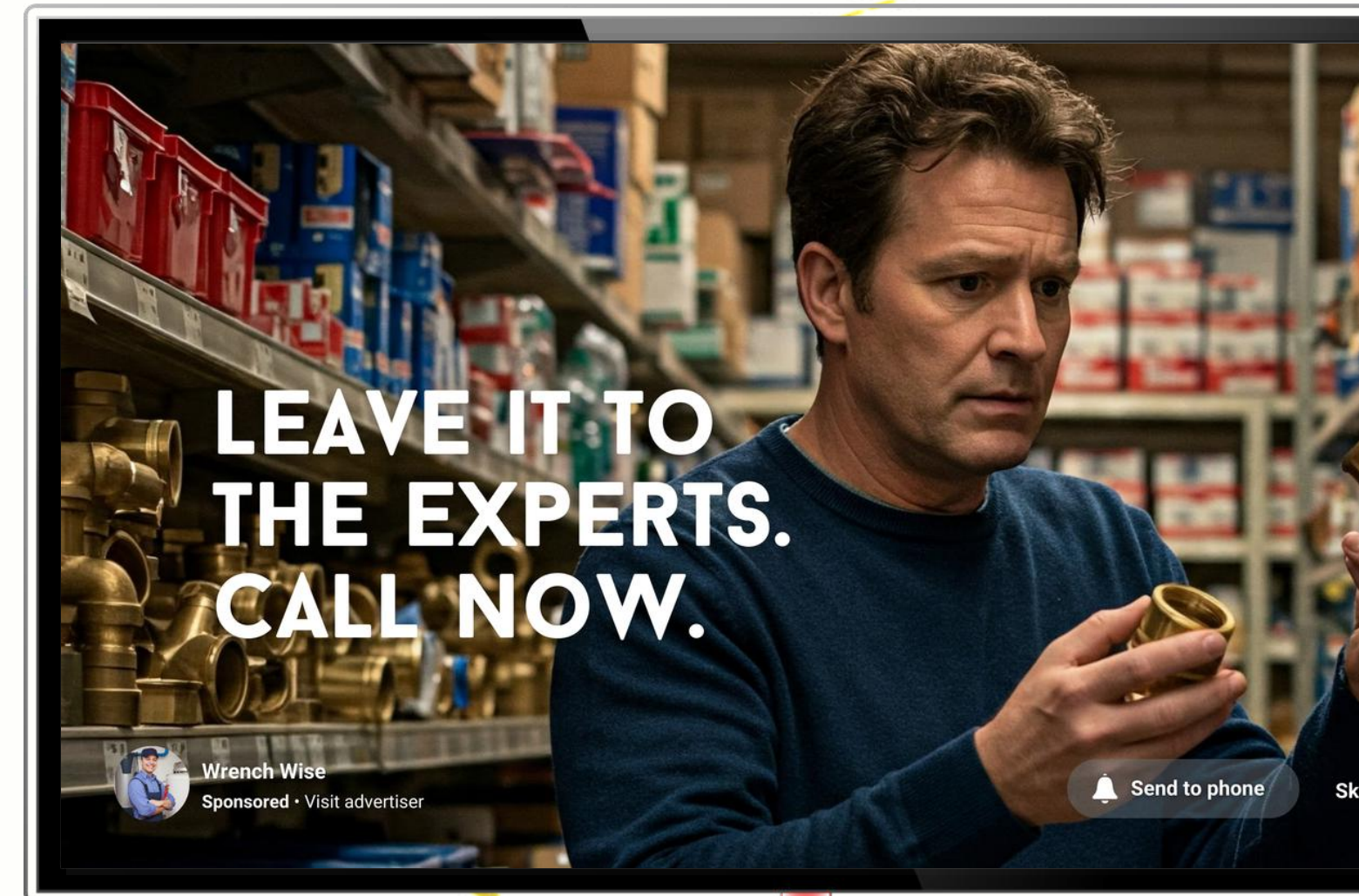
S U C C E S S   S T O R Y



# Client's goal

A national home services brand aims to increase brand awareness while managing rising ad costs during peak periods like Mother's Day, Prime Day, and the 4th of July. The brand partnered with Strike Social to extend its digital reach and maintain CPM efficiency with a YouTube CTV-focused campaign targeting metro areas across the U.S.

The campaign focused on delivering CTV impressions at scale, particularly across YouTube TV and YouTube CTV, while optimizing spend through dynamic bidding and real-time adjustments.



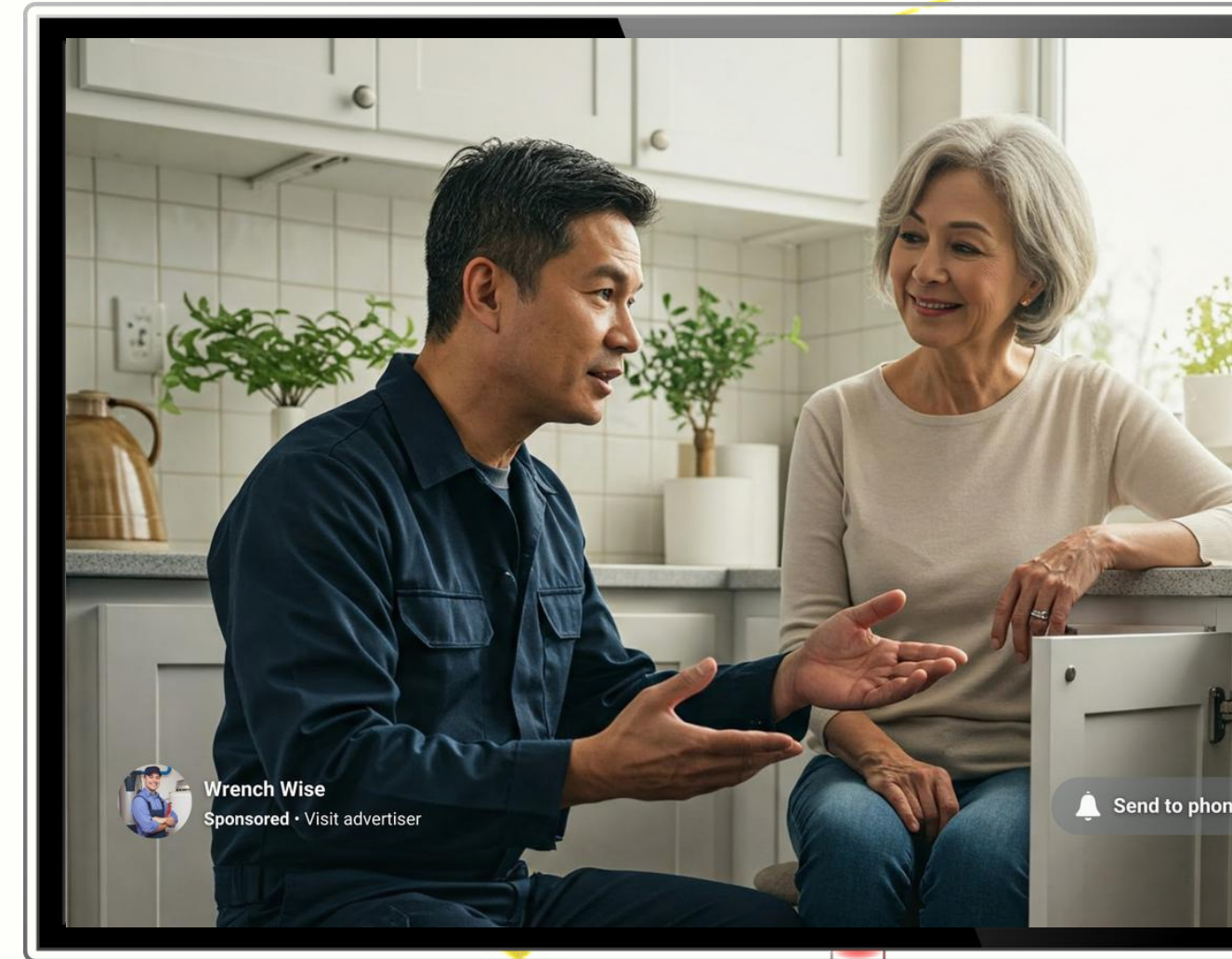
# Campaign outcome

**13%** Achieved Savings

Actual CPM \$10.43 VS.  
Guaranteed CPM \$12.00

**115%** Impressions Delivered

Actual Impressions 2,239,834  
Target Impressions 1,950,100



**8%**  
Continued CPM reduction

Maintained cost-efficiency from Q1 through Q3 2024—even during high-demand holiday advertising peaks.

**93%**  
CTV impressions delivered

Reached high-intent, at-home viewers effectively through YouTube TV and YouTube CTV placements.

**14%**  
Cost-efficiency on YouTube TV

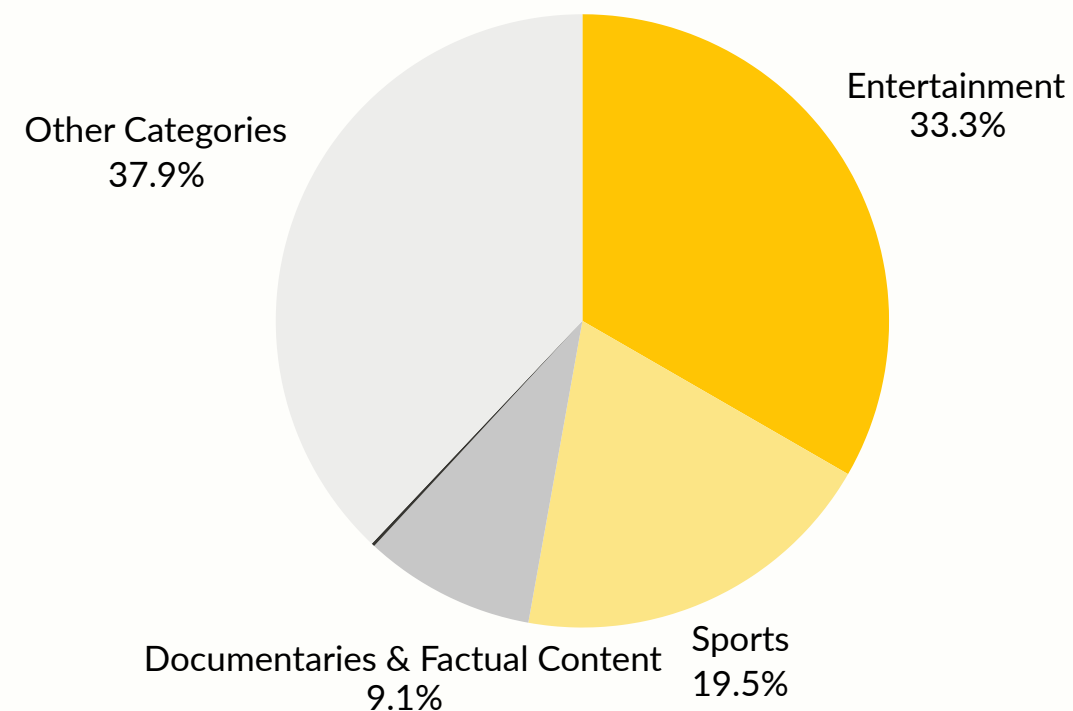
YouTube TV placements—particularly entertainment and sports channels—yielded higher efficiency, surpassing the campaign's CPM.

# YouTube TV placements

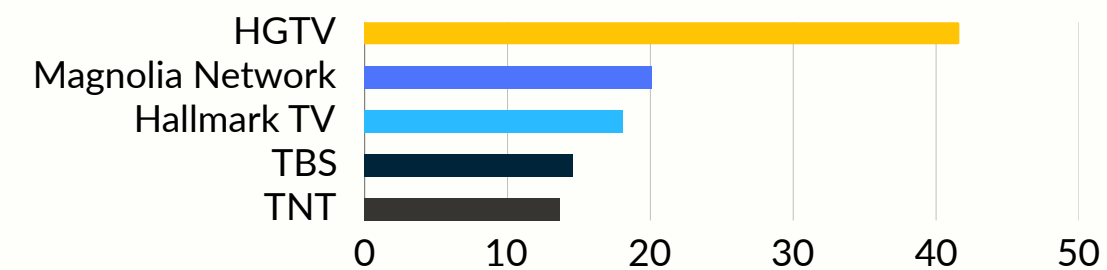
## YouTube TV channels helped unlock cost-efficient reach, especially across high-value entertainment and sports inventory.

Entertainment and sports placements not only drove the highest share of impressions, but also consistently outperformed target CPM benchmarks—coming in 13% and 22% lower, respectively. This strategic channel mix contributed to stronger budget utilization while aligning ad delivery with contextually relevant, lean-in viewing environments.

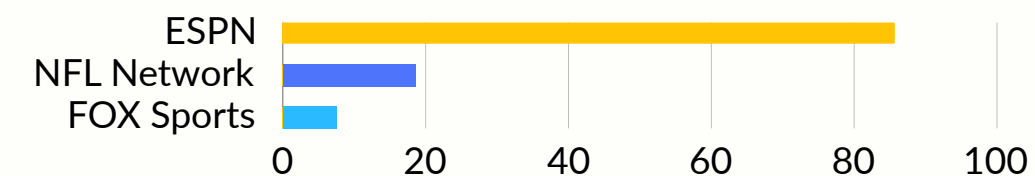
Top Impressions by Category \*



Top Impressions on Entertainment Channels



Top Impressions on Sports Channels



# Strike solutions

## Precision Targeting in High-Value Markets

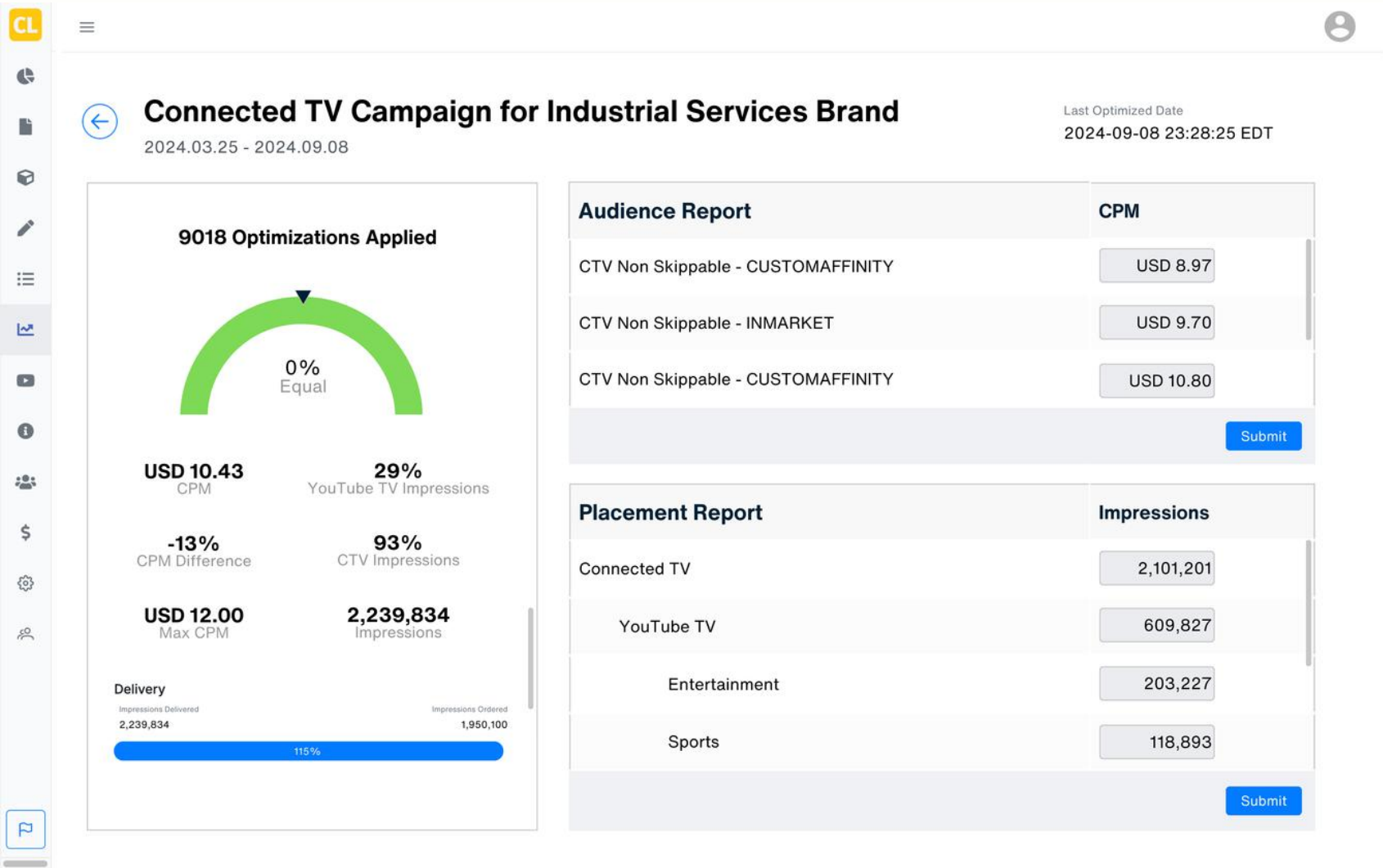
Strike Social used YouTube’s income and household-level data to target high-opportunity regions, excluding ZIPs outside of the brand’s service coverage. Audiences included home improvement and renovation interests, tailored to the brand’s service focus.

## CTV-Weighted Delivery Strategy

More than 90% of impressions were delivered to Connected TV devices, with over 600,000 impressions served specifically on YouTube TV. 33.3% ran alongside entertainment content and 19.5% appeared on sports programming—both high-performing categories that aligned closely with audience engagement.

## Real-Time Optimizations at Scale

Strike executed over 9,000 optimizations across the campaign, powered by our proprietary tool. These adjustments helped achieve a 13% cost efficiency gain overall—despite overlapping with competitive retail and political ad periods.





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