

# CASE STUDY: SOCIAL CAUSE

State Agency promoted awareness around underage tobacco and vape purchases.

Included multiple display creatives and :15 & :30 streaming audio ads

State Agency promoted awareness that you must be 21+ to purchase tobacco or vape products and not purchasing those products for others under the age of 21.

Campaign focused on targeting to an entire state with display and streaming audio messaging to devices seen at convenience stores and people 21+ exhibiting interest and behaviors around vaping and tobacco use. Included site retargeting.

Budget: \$161,496

Impressions Contracted: 14,180,285

Impressions Delivered: 14,399,329

Creatives: Multiple display creatives and :15/:30 audio ads

**98%**

Audio  
Completion  
Rate

**0.15%**

CTR

CTR  
**0.07%**

above Industry  
Standard