

CASE STUDY: RETAIL EVENT

Retail Mall Campaign promoting holiday event to local DMA.

Included a mix of standard banner ad sizes and video assets.

Local Mall ran 2-week flight promoting their holiday event.

Targeting tactics included display ads focusing on women ages 25-44 within the desired DMA and streaming TV viewers that lived within a specific radius of the mall for CTV/OTT placements.

Impressions delivered: 140,000+

Creatives: Multiple display ads sizes and video assets.

Devices: Desktop, mobile, tablet, and connected TV.

2 week

High Impact
flight

100%

Completion
Rate

140K+

Impressions
Delivered