

# CASE STUDY: TOURISM

Tourism campaign that wanted to reach a target audience using video spots on streaming TV (OTT/CTV).

Included standard :15 & :30 streaming TV videos.

**Southeastern Florida county looking to increase tourism numbers from people in northern DMAs looking to plan winter and spring break trips.**

Targeting tactics leveraged multiple CTV Private deals to effectively reach the target audience. Looked at top performing domains and apps with content toward fishing, beach and golf. OTT/CTV targeting also included families with children and senior citizens. Campaign goal was to drive a video completion rate over 90%.

Completed Views: 218,431

Creatives: Multiple :15 & :30 videos for CTV/OTT

**8%**

Exceeded  
Campaign goals

**98%**

Video  
Completion  
Rate

**218K+**

Completed  
Views