

# CTV DATA IN PRACTICE



Check out our CTV success stories below

## CTV ADS DRIVE 15.8% OF WEBSITE TRAFFIC FOR A SWEEPSTAKES CAMPAIGN

Working with an agency whose clients include five popular consumer goods brands, Lighthouse-Ameribase helped them to build awareness and strategically position their products through promotions and sweepstakes. For this particular campaign, Lighthouse-Ameribase targeted millennial mothers around selected brick and mortar locations to highlight the campaign sweepstakes, coupons for products, and recipes. In one month, we delivered a majority of the impressions to well-known and reputable domains during primetime viewing hours, with a **97% viewer completion rate**. The CTV ad was viewed **over 1.88 million times** and the campaign secured a **\$8.58 cost per website visitor** which overall was responsible for **15.8% of all site traffic**.

## GOURMET FOOD DELIVERY COMPANY ACHIEVES A \$5.71 ROAS

A gourmet food delivery company turned to Lighthouse-Ameribase for help in acquiring new customers profitably outside of traditional paid search and direct mail tactics. Using lookalike audience modeling, we created a custom audience for their high-price tag category via their first-party data. After suppressing their existing customers from the campaign, Lighthouse-Ameribase targeted their high-value prospects with :30 and :60 second CTV ads that included strong calls to action. In this way, Lighthouse-Ameribase was able to help the gourmet food delivery company achieve a **\$5.71 return on ad spend**.

## FITNESS AND WELLNESS COMPANY INCREASES THEIR ROAS BY 67%

A fitness and wellness company approached us, looking to achieve attributable ROAS tied directly to positive campaign results. They had used traditional advertising channels in the past but had seen a plateau in performance. Lighthouse-Ameribase first conducted an audience profile analysis of the fitness and wellness company's purchasers to identify a variety of different high-indexing characteristics. We were then able to target specific households that matched the high-indexing characteristics with CTV, while retargeting website visitors on display. Thanks to this approach, the fitness and wellness company was able to significantly **increase their ROAS by 67%**, achieving a **\$2.56 ROAS after the first launch**. With continued optimization, the ROAS increased to **\$4.28**.

For recommendations or custom queries, contact:

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