

# Drawing a Blockbuster Audience through Targeting and Scale

## Challenge

A major U.S. cable network had ambitious goals for the premiere of an original movie: to draw a large number of viewers for its initial airing and build a regular audience base for its new weekly Monday night original movie series. The network tasked its agency, one of the nation’s largest independent media services companies, with using an online video campaign to establish Monday night as “appointment viewing” for the network’s core audience.

## Objectives

The success of the agency’s campaign depended on two factors. To build excitement and draw a large audience for the movie’s premiere, it had to reach as many of the network’s target demographic as possible - women 18-49 years old. At the same time, to ensure the long-term success of the original movie night series, the campaign had to have a strong connection to Monday nights. This meant driving potential viewers to tune in on the night of the movie premiere itself. Based on these requirements, the agency designed the campaign around a series of 15-second video ads which would run on a single flight date - the same day as the premiere. One challenge remained: finding a video ad solution which could deliver massive, targeted reach with enough access to impressions to fulfill the entire campaign in a single day.

## The adap.tv Solution

The adap.tv marketplace provided the transparency, volume and scale the agency needed to execute its campaign. It also provided ample inventory to reach a massive audience that met the network’s demographic criteria; in fact, the agency determined that nearly 60% of marketplace sites reached its targeted audience.

## Success

With over 440 million monthly video views available in the marketplace, the agency was able to deliver 1.5 million targeted ads on the day of the movie premiere, fulfilling the entire campaign within a tightly focused window. The campaign ran on 63% of total marketplace sites, delivering quality impressions that outperformed the average marketplace click-through rate (CTR) by 39%. By delivering a timely “tune-in” message, the campaign built excitement throughout the day and ensured that women across the county got the message that Monday night was the best night of the week for their favorite kind of original movies.

<b>Product</b>	TV movie premiere
<b>Flight time</b>	24 hours
<b>Target Impressions</b>	1.5 million
<b>Women 18-49 years old</b>	



## Business Impact

A high volume of targeted impressions helped drive a large audience for the premiere of a new original TV movie.

By delivering 1.5 million video ads on a single day, the campaign established a strong day-specific audience base for its new weekly series.

Transparency and control over site selection enabled the agency to execute the campaign according to its own standards and preferences.

