

Aquafina – A rush of CTRs

Task

Tactical end-of-the-year week-long campaign to increase brand recall and convey trust & purity

Approach

Programmatic video in desktop, mobile and tablet with client-derived segmentation parameters



Result

Over 800k video impressions delivered in one week

Viewability was 95% in spite of year-end tight inventory

Video completion rate was 68% and CTR was 0.69%

Both video completion and CTR were substantially higher than client benchmark