

OUTSTREAM FOR VIDEO PERFORMANCE

How This Health & Beauty Brand **Increased Video Completion Rates While Lowering Costs**

GOAL

A Health & Beauty brand was looking for a cost-effective way to reach more users — and get them to watch their complete video advertisement.

RESULTS

Using Outstream, the Health & Beauty brand was able to attain impressive audience video completion rates. The combination of a low CPM and high VCR allowed our client to reach a broad audience very efficiently, and exceed industry benchmarks on cost.

Video Completion Rate (VCR)

66%

The brand's VCR was more than double the benchmark of **27.3%***

CPM

50%

The effective CPM backed out at approximately **50% of the average unit rate**, netting out in the single digits.

Cost Per Completed View (CPCV)

\$0.01

The brand's CPCV was drastically lower than the benchmark of \$0.04*. At this rate, they maximized budget while increasing reach of their video.

SOLUTIONS & TACTICS

Bidtellect's outstream ad unit was recommended as the best option for delivering the brand's multilayered goals of video completions, cost, and efficiency.

The campaign was in flight for a 3-month period, capitalizing on Bidtellect's optimal inventory and placements.

