

LEADING CPG BRAND ACHIEVES 85% VIDEO VIEWABILITY RATE, SURPASSING INDUSTRY AVERAGE BY 40%

Site- and ad-level optimizations coupled with best-performing creative surpassed Viewability and VCR goals with an average cost per complete view of \$0.02.

OBJECTIVE

A leading CPG brand turned to Bidtellect to reach food and cooking enthusiasts to promote a new salad dressing.

Primary Goal Viewability: 70%

Secondary Goal VCR: 65%

SOLUTIONS & TACTICS

The team set video lengths at :25, :36, :40, and :45. The Bidtellect team made several site- and ad-level blocks based on low VCR and Viewability performance. Additionally, we optimized to best-performing creative, such as the top performer: a roasted cauliflower steak recipe with 87% Viewability.

RESULTS

Bidtellect achieved 85.29% Viewability, surpassing the primary Viewability goal by 15% and the industry average by 40%. We surpassed the secondary VCR goal, as well, achieving approximately 70% VCR, and even surpassed the contracted Average Cost per Complete View rate, averaging \$0.02 compared to the contracted rate of \$0.16. Desktop achieved the most scale and strongest viewability, while Monday proved to be the strongest day for VCR and Wednesday the highest Viewability Rate.

85.29%

Viewability Rate

69.88%

VCR

1,564,918

Total Number of Video Views

69.88%

Video Completion Rate

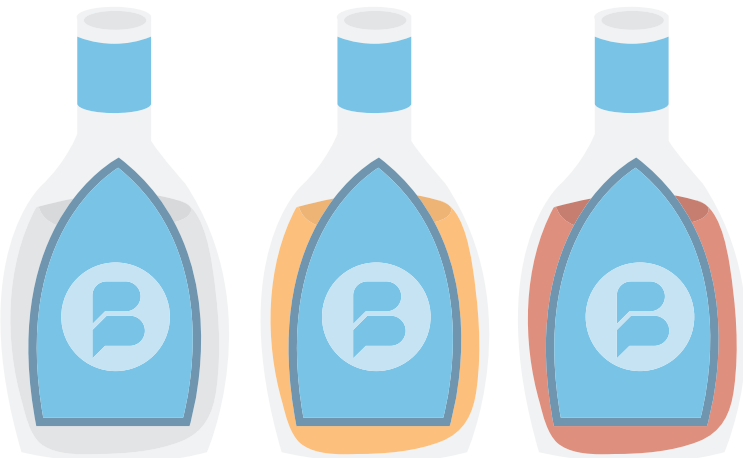
\$0.02

Average Cost per Completed View

88.50%

Device with Strongest Viewability and Most Scale: **Desktop at 88.50%**

Best Day of the Week: **Monday (Strongest VCR)** and **Wednesday (Highest Viewability Rate)**



*For more on Bidtellect's Engagement Score™, [click here](#).