

CASE STUDY



GLOBAL FOOD & BEV BRAND TAPS BIDTELLECT FOR NEW SAUCE PRODUCT CAMPAIGN, SURPASSES VIDEO GOALS BY 50%

A global food and beverage manufacturer wanted to build excitement around a new marinade sauce product. Bidtellect maximized video and retargeting solutions to surpass goals.



Goals

VCR: 60%
Viewability: 50%



Solutions & Tactics:

Bidtellect utilized its Video and Native Display formats with a holistic targeting approach, maximizing predictive audiences, cookieless contextual targeting, and third-party audiences. Using Sequential Retargeting, video engagers were then retargeted with a native display campaign to drive coupon downloads.

Results

Bidtellect performed well above benchmarks in both French and English campaigns, driving 3,639,498 completed video views for a VCR of 90% and Viewability of 86%.

