

Case Study:

CTV IP Conversions

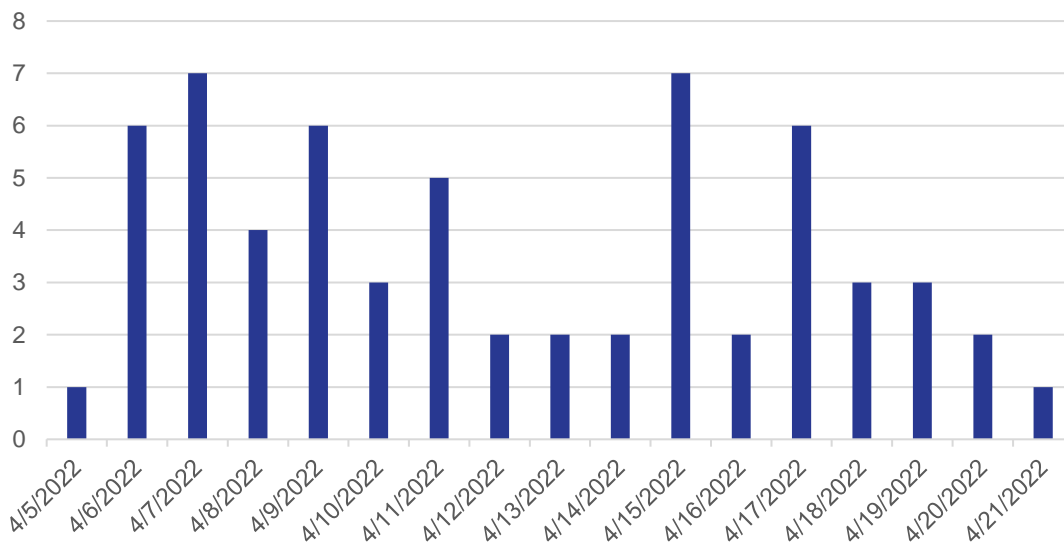
Law Firm Attributes Online Form Completions to CTV Ads

Goal: Lead generation leveraging 30 second video spots on the user's TV to drive form completions on the Advertiser's website.

Channel: CTV ads across Smart TVs, Game Consoles and Set Top Boxes

Targeting: Curated list of Private Marketplace Deals (PMPs) was used to place ads through the highest-caliber publishers of streaming TV content, Deals were targeted according to content category. Campaigns were also targeted by DMA.

Conversions by Date



Results: 0.13% Conversion Rate and \$23.57 CPA

Using the proprietary Pontiac Intelligence IP Conversion Pixel, conversion actions are tracked from the ad view on the user's TV to an online action via mobile or desktop devices, driving quantifiable leads to the Advertiser's website.

