

CASE STUDY: LIVE & VIRTUAL EVENTS

National Clean Energy company wanted to target attendees during and after a clean power conference in Texas.

Creatives: Multiple display and :15/:30 Video

National Clean Energy solar panel company wanted to target attendees at a clean power conference in Texas.

Targeting tactics focused on targeting devices seen at the actual conference as well as targeting those devices post event. Included site and click retargeting.

Budget: \$5,195

Contracted Impressions: 408,083

Impressions Delivered: 497,478

Creatives: multiple display sizes and :15 & :30 video pre-roll

75%+

Preroll video
completion

.13%

CTR for overall
campaign

.19%

CTR site and click
retargeting