

DAYCARE CENTER SCORES VIDEO VIEWS

OVERVIEW

A daycare center wanted to use programmatic video to drive awareness of their new center and increase enrollments. They enlisted our help to utilize a variety of unique targeting tactics and deliver highly relevant video advertisements to their intended audience, as well as achieve a strong video completion rate.

SOLUTION

To reach the intended audience of parents, the team developed a comprehensive strategy of geo-fencing with a conversion zone to target area schools, churches and competitor daycare centers. The campaign also featured search retargeting at the keyword level, category contextual targeting and video geo-optimization. After launch, our multivariate algorithms worked to enhance the campaign by optimizing keywords and geo-fences, adjusting frequency cap, blacklisting poorly performing domains and shifting the budget between tactics, all to drive up the video completion rate.

RESULTS

Through multiple tactics and optimizations, our team has been able to deliver a video completion rate of 61% over the course of four months with a .34% CTR.

61%

COMPLETION RATE

CATEGORY
DAYCARE

CAMPAIGN
LENGTH
4 MONTHS

CAMPAIGN
RESULTS
.34% CTR