

CASE STUDY

D2C Auto-Care Retailer Boosts Site Traffic During NBA Playoffs Leveraging OTT/CTV

OVERVIEW:

Our client is a direct-to-consumer retailer that offers an array of vehicle cleaning and waxing products. They set out to increase brand awareness and drive traffic to their website in the Houston market. To achieve their goals, they decided to run an OTT/CTV advertising campaign during the NBA playoffs. This case study analyzes the results of the campaign and highlights the success achieved by the client.

OBJECTIVE:

The primary objective of the campaign was to increase brand awareness and drive traffic to the client's website in the Houston market. The target audience for the campaign was sports enthusiasts and car owners who are likely to be interested in the client's cleaning and waxing products.



TARGETING: Sports enthusiasts and car owners likely to be interested in the client's cleaning and waxing products.

STRATEGY: **PLAYOFFS**

The client partnered with Cybba to create a targeted OTT/CTV ad campaign. Cybba identified the sports network clusters where the NBA playoffs were being broadcast in the Houston market and ran ads during the games. In addition, the campaign also targeted NBA fans when they were streaming content other than the playoffs, using popular apps such as ABC, ESPN, TNT, Sling, Roku, and Fubo. The ads were designed to be engaging, informative, and relevant to the target audience.



RESULTS:

The campaign was a resounding success, with the client experiencing an uplift of almost 11% across their website during playoff games and across the sports network cluster in the Houston market. This translated to an increase of approximately 6,000 visitors to the client's website during the campaign period. The campaign helped the client reach a wider audience and create brand awareness in their target demographic. The ads were engaging and informative, leading to increased website traffic and customer interest.



11% Uplift

on their website during playoff games



6,000 Visitors

to the website during the campaign

CONCLUSION:

The success of the campaign is a testament to the effectiveness of targeted OTT/CTV advertising during high-profile events such as the NBA playoffs. By targeting the Houston market and leveraging popular apps such as ABC, ESPN, TNT, Sling, Roku, and Fubo, as well as targeting NBA fans when they were streaming content other than the playoffs, the client was able to achieve their objectives and reach a wider audience, resulting in a significant increase in website traffic and customer interest. The partnership with Cybba was critical in creating an effective campaign that resonated with the target audience. Overall, the campaign serves as an excellent example of how targeted OTT/CTV advertising can be leveraged to create brand awareness and increase website traffic in a specific market.