

CASE STUDY

OTT/CTV: Boosting Sales of a Women's Supplement Brand

in select Walmart locations using OTT/CTV

OVERVIEW:

A women's supplement brand aimed to increase sales of its products in select Walmart locations across the US. They sought the help of Cybba, a marketing agency that took a programmatic approach to target women aged 25-55 who are Walmart shoppers and have purchased supplements that live within a 20-mile radius of these Walmart locations. The agency served ads on notable OTT/CTV apps and networks, such as Hulu, Pluto, FOX, Tubi, Sling, and NBCU.

OBJECTIVE:

To drive sales of the women's supplement brand in select Walmart locations using targeted OTT/CTV ads.



TARGETING:



Live within a 20 mile radius of Walmart locations



Walmart Shoppers and have purchased supplements

Women ages 25-55

hulu **pluto** **tubi** **FOX**



RESULTS:

The programmatic approach to target women who meet the brand's buyer persona was a success. The campaign resulted in a 48.1% increase in sales in the Walmart locations that were targeted with OTT/CTV ads during this time. A total of 2.1M impressions were served, and households reached were 371.6K. The video completion rate was 97.8%, indicating that viewers engaged with the brand's ad content.



48.1%

increase in sales at targeted Walmart locations



2.1 Million

impressions were served



371.6K

households reached



97.8%

video completion rate

CONCLUSION:

The success of this campaign highlights the importance of programmatic advertising in reaching a brand's specific target audience. By using OTT/CTV ads, the women's supplement brand was able to increase its sales in select Walmart locations. Cybba's ability to reach the right audience through programmatic advertising resulted in increased sales and higher engagement rates. The campaign demonstrates the effectiveness of targeted OTT/CTV ads in driving sales for brands that want to connect with their target audience.