

21% Improvement in Cost per view: A Case Study in DV360 Ad placement selection and optimization for Video views

Background

The client product represents one of most popular products in Hair oil segments. Their mission is to create value by enabling innovation, creativity, integrity and service to the community in everything.

Challenge

Clients wanted to explore the programmatic advertising to enhance their reach in a cost effective way, where the targeting and selection criteria can be flexible, while ensuring the frequency and reach. They intended to promote their stories via video campaigns to drive video views and reach in a cost effective way.

Approach

We chose the programmatic platform most suited for the needs of the brand, and which can provide the scale and options at the same time. Display and Video 360 was the solution here, which could answer the needs of the client, while ensuring costs do not become too high.

We chose a few of the criteria and other options available for usage to get started. Few of them were:

- **Targeting:** The geo and demographic targeting with a tilt towards the modern set of devices helped in optimizing the campaign and making it possible to reach the right audience
- **Placements:** To ensure the quality of delivery, we used few whitelisted channels to be targeted for the video ads, which delivered high quality views at cost effective rates.
- **Optimizations:** Month over month as we started to gather the data, we maneuvered the campaigns to drive the cost per view down while the reach was taken up significantly.

Results:

21%

Improvement in Cost per view

54%

Improvement in Reach

19%

Reduction in CPM

- **Increased Reach:** We achieved a **30% increase in total conversions**, reflecting the strong performance of our optimized campaign strategy and targeting.
- **Improved Cost Efficiency:** There was a **21% improvement in Cost Per View (CPV)**, indicating a significantly more efficient method compared to the previous period.
- **Reduced CPM, Better Results:** Despite a **37% reduction in overall spend**, the campaign delivered lowered CPM, showcasing improved ad efficiency and stronger impact.

Conclusion

This case study demonstrates the power of programmatic advertising in DV360 for FMCG Brands. By choosing the right placements and implementing strategic adjustments, we helped to achieve significant reach and improved views.