

In-Show Ad Experiences Drive Audiences Down the Funnel

Background

A premium beer brand was looking to increase awareness for both their flagship product and summer special through unique and contextually relevant CTV placements.



Approach

TripleLift deployed all three Integrated Ad Experiences, Split Screens, Dynamic Overlays and Product Integrations, into an instructional cooking show to promote the brand and earn consumers' attention.

Results

Both eye tracking and brand lift studies were deployed in order to understand how users interact with the units and shifts in brand perception. It was found that the units were effective at driving awareness and consideration among key audiences.



+32%

Increase in Unaided Brand Awareness



+50%

Audiences Felt Contextually Relevant



TASTEMADE
Publisher Highlight

Interested in increasing purchase intent for your brand? Contact your TripleLift representative!