

# CPG Brand Leverages VideoAmp's Total Video Platform to Exceed Viewable CPM and Viewability Benchmarks While Reaching It's Key Target Audience

## BRIEF

A leading global CPG brand wanted to efficiently reach women 35+ with an interest in beauty products. Scaling this granular audience while achieving aggressive KPIs was a key challenge. As a result, the brand's media agency turned to VideoAmp to reach their audience and exceed current benchmarks of 70% viewability and 80% video completion rate.

## VIDEOAMP SOLUTION

VideoAmp leveraged BlueKai, eXelate, LiveRamp, and Lotame syndicated audience segments to target women 35+ with an interest in beauty products across desktop, mobile, and tablet on quality publishers with highly viewable inventory. The campaign managers utilized VideoAmp's **custom pre-bid solution** and DoubleVerify pre-bid filters for brand safety, fraud prevention, and viewability. VideoAmp's **proprietary cross-device graph** enabled the CPG brand to scale their niche audience segments across all screens and channels.

## HOW THE PRODUCT WORKS

### CUSTOM PRE-BID SOLUTION

- Analyze every impression and screen all fraudulent traffic prior to investing
- Evaluate historical behavior of user, full URL, IP address, player size and player location for probability of impression being viewable and completed prior to investing

### PROPRIETARY CROSS-DEVICE GRAPH

- Scale audience segments across all screens and channels to achieve up to 8x greater scale on the same audience target
- 170MM cross screen IDs in the U.S. with over 1.5B cookies, mobile IDs, TV device IDs & household IPs

## CAMPAIGN RESULTS

Leveraging VideoAmp's unique multi-variate, impression-level optimization, the brand achieved the following results:

