

Traditional TV + OTT Results in Web Visits

GOALS

A popular island destination was looking to drive traffic to its website to inform consumers about various resorts, and ultimately influence vacationers to book their own island getaway. They wanted to reach consumers via both TV and Digital ad executions.

TARGET

A25-54 with HH Income \$125,000+ or Travel

SOLUTION

Traditional TV: Target segment was used to inform the linear media plan.

IP Targeting: OTT ads were delivered to the same TV household segments.

Incremental Lift in Visitors

EXPOSED
VISITOR RATE

1.18%

UNEXPOSED
VISITOR RATE

.92%

28%

- Incremental unique HH visits to the website = 5,300
- Incremental visits to the website = 11,900
- All pages produced an incremental lift among Action Households

TV IMPRESSIONS

19.4M

DIGITAL IMPRESSIONS

665,834

