

# BEAUTY BRAND EXCEEDS VIEWABILITY AND VCR BENCHMARKS

## BRAND REACHES KEY TARGET AUDIENCE

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.

## Real Results

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

- 94% Viewability Rate
- 80.53% Video Completion Rate
- AVOC Score of 70%
- 100% Fraud Free
- 158% More Efficient Viewable CPM
- 2,574,459 Unique Users Reached

### 3RD PARTY DATA

Leverage BlueKai, eXelate, LiveRamp, and Lotame's syndicated audience segments to target women 35+ across channels.

### CUSTOM PRE-BID SOLUTIONS

DoubleVerify pre-bid filters for brand safety, fraud prevention, and viewability

### CROSS-DEVICE USER GRAPH

Enable Mediavest Spark to scale their niche audience segments across all screens and channels.