

CASE STUDY

Pantene hits all KPIs across 4 metrics with first OTT campaign

SPOTX PANTENE^{RP}

/ THE CHALLENGE

Pantene Indonesia wanted to launch an ad for its shampoo series. While previous ad campaigns have traditionally ran on Youtube and gaming ad networks, Pantene wanted to try OTT platforms for the first time. To define success, they set KPIs across multiple metrics - Viewability 85%, OTR 60%, IVT < 1% and CPCV rates < IDR 100.

/ THE SOLUTION

SpotX ran an all female targeted ad campaign across two leading OTT platforms - Viu and iflix , selected for their premium content with quality users.

THE CAMPAIGN

CAMPAIGN NAME: PANTENE



Indonesia



15 - 30 April 20



Instream



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PREMIUM OTT INVENTORY



THE RESULTS

SpotX successfully delivered beyond target Viewability, CVR and industry average rates



SpotX Viewability 97% > KPI 85%

Above industry average (Moat 62.3%)



91% CVR

181,236 completed video views



SpotX OTR 81% > KPI 60%



IVT <0.02%

Invalid rate below KPI of < 1%



10X CTR Above Average

Achieved 2.42% CTR, above global industry average (IAB 0.23%)