CASE STUDY

Castrol successfully achieves high CTR with added interactivity on OTT

SPOTX Castrol

THE **CHALLENGE**

Castrol Philippines, the country's leading engine oil brand for motor vehicles needed to boost demand for Castrol Activ, a specialized motorcycle engine oil. Their goal was to revive its market base by increasing product awareness through an integrated digital plan.

THE **SOLUTION**

SpotX launched an interactive branded border end card with SpotX Studio to drive higher click through rates with campaign launched across OTT, premium editorial sites and gaming.

SPOTX

THE **CAMPAIGN**

CAMPAIGN NAME: CASTRO ACTIV

Indonesia | 2 - 31 Dec 20 | Male 21 - 39

.STUDIO Branded Border End Card with CTA

PREMIUM INVENTORY

viu, WeTV iflix, iQIYI, iWant, TopGear Philippines, Esquire, smart parenting, spin.ph, Rakuten VIKI, King, GAMELOFT

THE **RESULTS**

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

1.8M+ Completed Video Views

80.5% Viewability

10X CTR Above Average

Achieved 2.41% CTR, above global industry average (IAB 0.23%) & non interactive ads

Industry Average

MOAT CVR 68.3% Viewability 62.3%

iab. CTR 0.23%