

▶ This is Ben

Spin launched a programmatic video ad campaign for Wave Business powering online brand awareness

Client
wave
business

Project
Digital Video
Ad Campaign

▶ Click to view

Objective

- ▶ To build brand awareness using a programmatic video ad campaign
- ▶ To drive quality traffic to designated landing pages
- ▶ To use compelling creative, programmatic ad technology, and behavioral targeting tactics to reach potential business customers online

Solution

Spin Creative harnessed our agency's digital ad technology platform to execute a programmatic video ad campaign for client Wave Business, a company providing Internet, phone and video services to thousands of business customers on the West Coast. The ads were used to drive quality traffic to campaign-specific landing pages, and to reach Wave's potential business customers online. A variety of targeting strategies were implemented, including behavioral targeting via third-party data, contextual targeting, geo-targeting and retargeting.

Through Spin's programmatic advertising technology platform, data-driven targeting, and engaging video and banner creative, Spin was able to garner an above-industry standard Click Through Rate (CTR) at .23% and connect with a large new pool of potential customers for Wave Business.

Services Provided

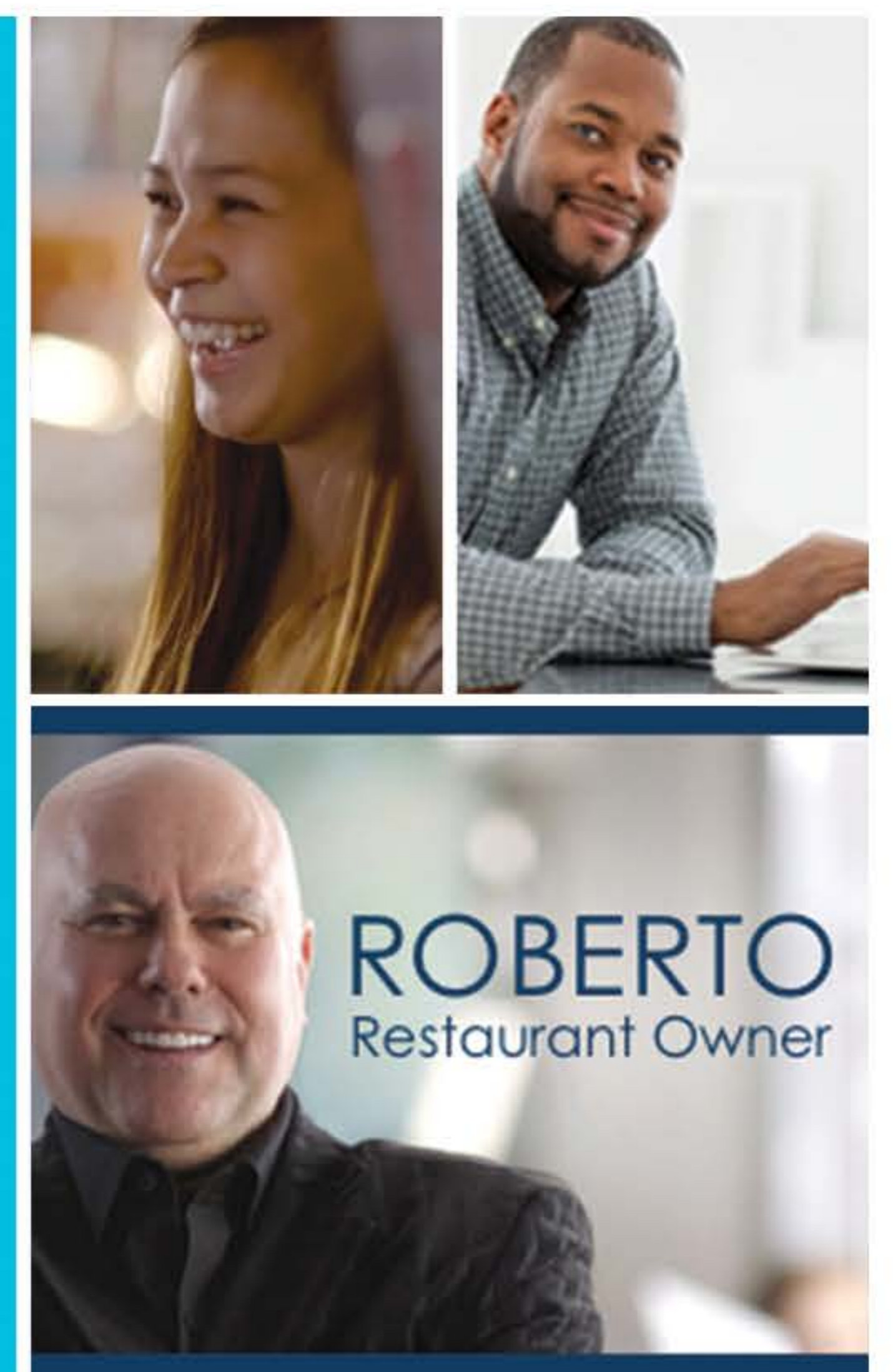
- ✓ Strategy + Creative
- ✓ Video Production
- ✓ Design + Copywriting
- ✓ Programmatic Ad Buying

Results

- ▶ .23% Click Through Rate
- ▶ 5,600+ Clicks to Campaign-Specific Landing Pages
- ▶ 2.4M+ Impressions

The campaign achieved the results above over the course of 3 months

**SEE
HOW
WAVE**
can help
your
business.



ROBERTO
Restaurant Owner