

AdTheorent Predictive Audiences Outperform Client's CTV Engagement Goals

Campaign Objective:

A leading travel group aimed to maximize awareness of their beach vacation offerings among families to ultimately increase bookings.

AdTheorent's Solution:

AdTheorent leveraged premium A\Plus CTV inventory to drive awareness. To reach the intended audience, AdTheorent built a custom predictive in-market family beach vacations audience using multiple data attributes.

[Family vacationers with children in household] that
 [Visit beaches or key destination markets]
 [and have previously booked hotels or flights]

Results

AdTheorent Predictive Audiences successfully outperformed the client VCR benchmark



98%

Connected TV Video Completion Rate

