

Strong Engagement and Viewership through Platform Switch

At a glance

Due to halting X advertising activity in light of brand safety concern, [brand] saw dramatic heightened engagement and viewership with switching to a platform that aligned with the brand and objective.



5x

YoY increase in Link Clicks



1.30x

YoY Increase in Video Views



133.54%

YoY increase in Video View Rate (VVR)



27.60%

YoY increase in Video Completion Rate (VCR)



129.58%

YoY increase in Engagement Rate (ER)



170.73%

YoY decrease in Cost per Engagement (CPE)

CHALLENGE



Pivot advertising efforts from X to another relevant and impactful channel that aligns with objective in light of brand safety concern with X- seeking high engagement and viewership of brand content + influencer content connected to well-known sports and entertainment events.

SOLUTION/RESULTS



Pivoted marketing efforts to Instagram, a platform/channel that aligns with the brand's content/influencer content, messaging and goals. Campaigns saw a dramatic positive impact in performance across the board with switching platforms; garnering higher impressions, link clicks, video views, video view rate, video completion rate, engagement rate and the lowest CPE the brand has ever accomplished.

BENEFITS



Benefit One

1

Explore a platform opportunity to reach and engage a new audience.

Benefit Two

2

Continue advertising content and reaching desired audience amidst brand safety measure to remove advertising from X platform.

Benefit Three


3

Instagram is reputable for boosting engagement and generating further interest in a cost-effective approach.



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