

CASE STUDY

MEDICAL DEVICE BRAND

CAMPAIGN OBJECTIVE

Drive site visitation and intent to sign up for more information among target audiences.

An emerging medical device company wanted to gain awareness among its niche audience based on age, location, and medical condition. The primary goal was to drive site visitation among a qualified audience in Florida, with additional interest in understanding eventual sign-ups to an upcoming webinar and testing creative performance across digital vs. CTV environments.

SOLUTION IMPLEMENTED

Cross-screen audience activation, data evaluation, and optimization.

- Leveraging Aperture Platform, Cadent made it easy for the client to develop a comprehensive strategy focused on driving and optimizing results. Cadent securely onboarded the client's custom pharmaceutical audience from Swoop into Aperture Audience Studio, enhancing target audience accuracy by mapping segments to households in the state of Florida and connecting device IDs through Aperture Viewer Graph.
- The campaign, activated via Aperture DSP, successfully delivered ads to target audiences across premium CTV and OLV Inventory. The client attributed campaign success using an Innovid and Aperture pixel on their website, capturing consumer touchpoint data from the homepage to the webinar sign-up page. Qualified conversions attributed to ad exposures were used to optimize in real-time to improve performance efficiency.
- During the campaign, advanced reporting revealed that OLV channels yielded a more efficient conversion rate, prompting the client to reallocate more of their media budget to OLV supply for increased site visitation and a lower cost-per-conversion. Cadent provided valuable insights, pausing underperforming creatives and shifting inventory to better-performing environments, improving results and maximizing the efficiency of the client's media spend.

RESULTS ACHIEVED

~51% Reduction

in cost pervisitation rate through Cadent performance TV optimization tactics

42% Increase

in homepage visits week-over-week among the qualified audience.

To learn more about how Cadent can help you with a data-driven TV campaign, contact a Cadent sales representative or visit us at [Cadent.tv](https://www.cadent.tv).