



PurchaseLoop  
MEASUREMENT

# Local OTT Impact for Emerging CPG Brand

## OTT/CTV CASE STUDY: LOCAL CPG CAMPAIGN

### Brand Challenge

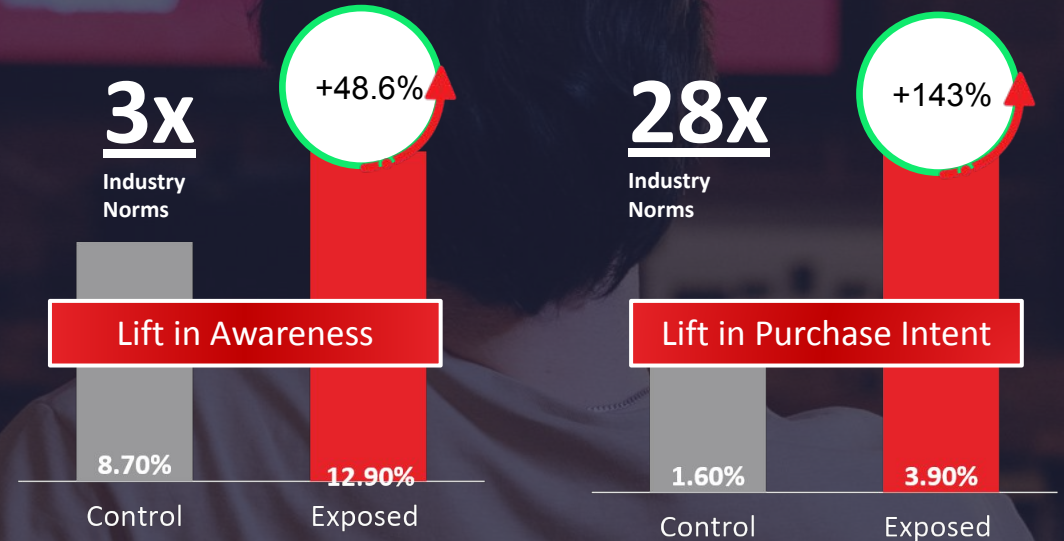
A premier OTT/CTV Network needed to find a measurement solution to prove the impact of their media for driving brand awareness and purchase intent for an emerging CPG challenger brand, with just a short four-week flight and limited budget across 33 DMAs.

### LoopMe Solution

Utilizing LoopMe's PurchaseLoop Measurement, which provides real-time brand-lift for local OTT/CTV, the Network was able to measure and optimize the campaign in real-time, taking advantage of LoopMe's panel-less solution to efficiently measure campaign effectiveness with large sample sizes at the local level.

### Outcome

LoopMe's real-time brand-lift provided the key insights and optimization data needed for a traditionally hard to measure campaign, allowing the Network to increase performance and grow the account.



Flight: Four Weeks

Impressions: 14mm / 33 DMAs

Sample: n=1,408