

Travel Company Scales Video Advertising Success with Basis

The client wanted to generate interest and awareness about the travel destination being promoted. Basis' Media Services team recommended a combination of connected TV, native video placements, and full-episode player deals curated to drive scale and high completion rates.

Algorithmic Optimization helped us exceed the KPI. Basis' PMP library and access to native placements allowed us to broaden the campaign's reach and target a larger audience.

Digital Media Specialist, Travel Company

Goal

- Spark interest during a period where travel bans are in place and mobility is restricted.

Challenge

- A high budget had to be dispersed over a short period of time while reaching as many unique users as possible without over-exposing them to the ads.

Results

90% VCR

Exceeding the client's KPI goal by 10%