

CTV & Attribution in Action:

58% More Conversions, 42% More Spend

See how CloudControlMedia launched new digital campaigns with CTV for Abilene Christian University, resulting in 42% increase in spend year over year.

CloudControlMedia launched new digital campaigns with Basis – unlocking a 42% YoY spend increase and proving the power of CTV in higher education.

With Basis, CloudControlMedia didn't just buy media – they closed attribution gaps, proved CTV's impact, and unlocked growth.

THE CHALLENGE

CloudControlMedia's higher ed clients leaned on lower-funnel tactics. The team needed to prove that CTV, OTT, and display could drive conversions and close major attribution gaps along the way.

THE SOLUTION: Basis + CloudControlMedia

1. **Research + Strategy Partner:** Basis armed CCM with insights, data, and proposal support to pitch brand awareness campaigns with confidence.
2. **Log-Level Data:** IP-to-impression matching tied CTV exposure to Abilene Christian University's (ACU) CRM data – finally closing the attribution loop.
3. **Seamless Collaboration:** Basis acted as an extension of CCM's team, connecting them to SMEs and strategic partners.

THE TRANSFORMATION

In 2025, CloudControlMedia partnered with ACU and shifted dollars from pure lead-gen into awareness campaigns that proved bottom-funnel impact.

Results with ACU:

- +12% monthly budget growth in CTV, OTT, and display
- +58% lift in conversions from ad exposure to enrollment
- +28% higher application rates
- +30-40% more conversions from ad to application submissions
- +42% YoY spend increase

CTV & Attribution in Action:

58% More Conversions, 42% More Spend

See how CloudControlMedia launched new digital campaigns with CTV for Abilene Christian University, resulting in 42% increase in spend year over year.

WHY IT WORKED

1

Accurate Attribution Across CTV/OTT and Display

Log-level data tied impressions directly to application submissions.

2

Raving Fan Support from Basis

Basis' team delivered fast, thorough insights at every step.

3

Unlocked Revenue Growth

CCM proved brand campaigns drive cost-efficient CPAs, securing new dollars.



The Basis team was prompt, thorough, and went above and beyond with all the requests we had, from serving as a reliable research partner to looping in their team of SMEs for insights on any high-level programmatic strategies.

—CloudControlMedia

ABOUT CLOUDCONTROLMEDIA

CloudControlMedia is a performance-based digital marketing agency with expertise in higher education and home services for clients including Abilene Christian University, The New School, etc.

They offer a full suite of digital marketing services, including SEM, SEO, Email, social media, CRO, content development, creative services, and analytics.

Industry:

Higher Education, Home Service, Financial Services and Insurance

Company Size:

1-50 employees

Location(s):

USA

Key Goals: Attribution Accuracy, Efficiency (Workflow), New Revenue Stream