

# Protected by Mediaocean Cuts Brand Protection Costs by 94%

## THE CHALLENGE

Mid-flight, Meadows at Mystic Lake's CTV campaign was delivering at just 17.4% of target. With budget on the line and the flight window closing, the team needed a fast answer.

The issue: brand protection costs were consuming campaign budget at \$1.60 CPM — restricting delivery and preventing the campaign from serving at full capacity across tactics.

## THE SOLUTION

The team switched to Protected by Mediaocean. Brand protection costs dropped from \$1.60 to \$0.10 CPM, a 94% reduction, and the impact on delivery was immediate.

Within one week, the campaign reversed its course. It went from 17.4% pacing to ahead of target, serving across all tactics at full spend.

To manage the recovery, the team added budget across tactics, then pulled daily budgets back once full delivery was confirmed, staying on target without overspending.

During the same period, the team activated a new content targeting tactic through Basis, delivering an \$18.94 CPM, the lowest of the campaign.



*When we identified brand protection as the issue, we made the switch to Protected by Mediaocean and didn't look back.*

*The campaign recovered faster than expected, and we talked away with a new Brand Protection set we can use across all campaigns.*

*— Senior Integrated Media Specialist*

## ABOUT MEADOWS AT MYSTIC LAKE

Meadows at Mystic Lake is an award-winning public golf course that offers a unique, challenging, and scenic golf experience. They are a full-service golfing destination enhanced by nearby food and entertainment venues.

**Industry:**  
Entertainment

**Location(s):**  
USA

**Key Goals:**  
Brand Protection, Delivery

## THE RESULTS

**\$0.10**

Brand Protection CPM  
(Down 94%, from \$1.60)

**\$22.54**

Average CPM  
(Down 11%, from \$25.32)

**\$18.94**

Lowest CPM achieved via  
Basis content targeting

**Ahead**

of target campaign pacing  
in seven days, from initial  
pacing of 17.4%

**100%**

Delivery confirmed across  
all tactics