

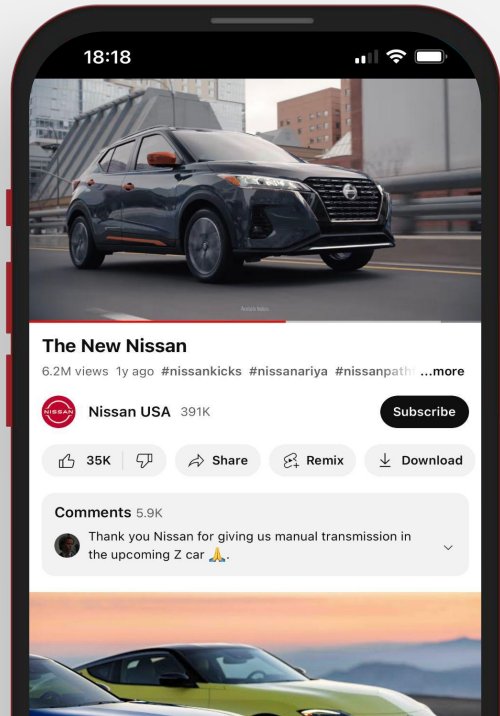
CHANNEL FACTORY

| Case Studies



A CONSCIOUS SUCCESS STORY

Diversity and inclusion are at the forefront of Nissan's core values, and they came to Channel Factory to reach diverse communities on YouTube.



Channel Factory created a custom curated inclusion list of diverse creators across Black, LatinX, API & LGBTQ+ communities. Additionally, we leveraged our enhanced contextual targeting solution, ensuring Nissan's ads appeared in 100% brand safe and suitable content for the brand.



The ACA Family
19M Subscribers



The Try Guys
7.7M Subscribers



Pantons Squad
2.6M Subscribers




Anthony Padilla
5.8M Subscribers



CAMPAIGN RESULTS

Channel factory increased performance for Nissan with a "Conscious Voices" Campaign



Channel Factory helped Nissan directly fund diverse creators while also increasing the efficiency of their YouTube campaign by advertising within contextually relevant content. The campaign beat the brand's benchmarks and met CPV benchmarks. Additionally, 70% of viewership came from CTV viewers!

55% VCR

VCR above
Nissan Benchmarks

96.5% VR

VR, 2 % above
Nissan Benchmarks

100%

Brand Safe campaign as
measured by Double Verify

CHANNEL FACTORY HELPS PROFESSIONAL SPORTS LEAGUE DRIVE REACH AND BOOST ENGAGEMENT WITH DIVERSE AUDIENCES

BRAND OBJECTIVE:

A professional sports league came to Channel Factory to drive reach and awareness of their new player-driven initiative that enables athletes to shine a light on the causes and social issues most important to them. The organization aimed to elevate perception of the league, the sport and players and increase awareness of the initiative to deepen relationships with diverse communities.

CHANNEL FACTORY ACTIVATION:

The league generated awareness and engagement of their initiative among their desired audiences by utilizing a custom Channel Factory Conscious inclusion list of thousands of diverse channels and videos, ensuring that their ads aligned and helped monetize diverse creators, communities and conversations on YouTube.

RESULTS:

The league yielded impressive results for the short flight. The league achieved a 61% overall VR exceeding the Google benchmarks of 40%-50%. Additionally, we delivered 315,000+ overall impressions from the campaign.



Content

Ads

Audience
Diverse Audiences

.61%
overall VR above
Google benchmarks
of 40%-50%.