

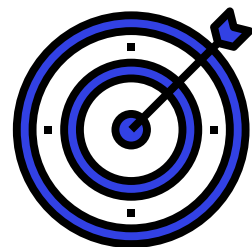


Case Studies

Snapshots of Campaigns managed by Streamlyn.



REGIONAL MARKETING CAMPAIGNS FOR A MULTINATIONAL AUTOMOBILE BRAND ACROSS 18 DMAS



OBJECTIVE

The campaign aimed to boost awareness by targeting audiences from Chinese, Korean, Vietnamese, Filipino, and South Asian ethnic backgrounds within 18 Designated Market Areas (DMAs) in US. Success was primarily assessed through metrics like click-through rate (CTR) and Landing Page actions while ensuring adherence to IAS quality benchmarks outlined below.

- Demographic Targeting: Age Targeting: Focused on ages 25 to 64.
- Household Income Targeting: Targeted individuals whose household income is over \$75,000.
- Contextual Blocking: Website and page categories such as Automotive and other sensitive categories were blocked to ensure delivery of the campaign was aligned with the target audience of the campaigns.
- In-Language Websites: Tailored approach by targeting Asian communities (South Asian, Chinese, Vietnamese, Korean, Filipino) on national and regional language websites they frequently visit.

CAMPAIGN DURATION

7 Months

DELIVERED METRICS

84,327,386
Impressions

71,627,682
Viewable
Impressions

ENGAGEMENT METRICS

181,294
Clicks

155,453
Conversions

0.21%
CTR

IAS PERFORMANCE METRICS

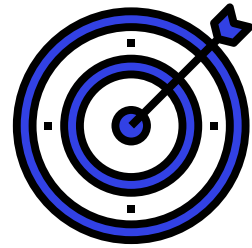
84.94%
Viewability
Benchmark: >70%

1%
IVT
Benchmark: <2%

90.63%
Brand Safety
Benchmark:
>90%



AN SUV CAR PROMOTION CAMPAIGN



OBJECTIVE

A multinational car company achieved a 76% video completion rate by targeting all Asian Americans, including those of Asian Indian, Chinese, Vietnamese, Korean, Japanese, and Filipino ethnicity, residing in the tri-state area of the United States. The key performance indicators for the campaign were video completion rate (VCR) and click-through rate (CTR).

STRATEGIES USED

Contextual & Keyword

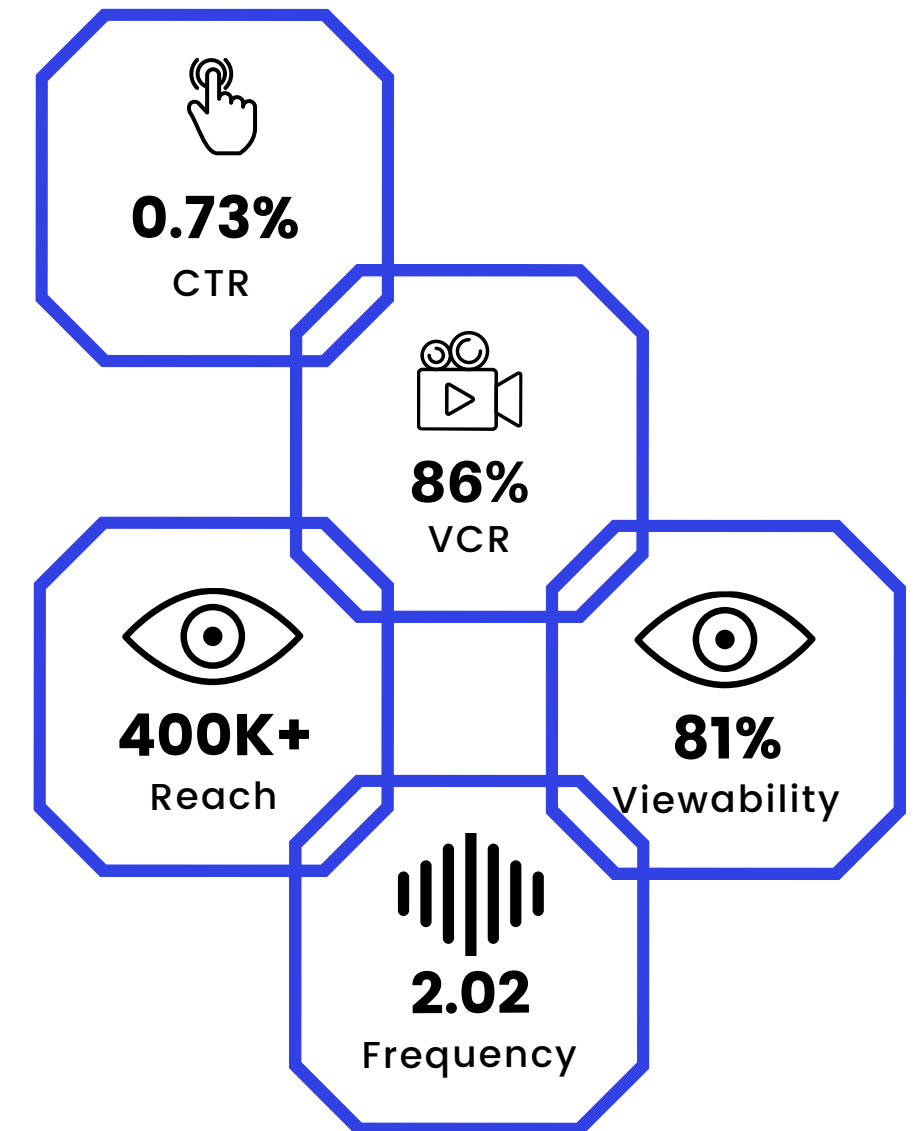
Cars, SUVs, luxury, and more keywords were targeted on various website categories.

Language

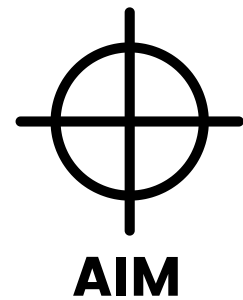
Targeting audiences from Asian Indian, Chinese, Vietnamese, Korean, Japanese, and Filipino speaking was done via language targeting.

Competitor Targeting

Used custom audiences with competitor keywords to target audiences of competitors like Audi, Honda, General Motors, Fiat, and Nissan.



A FASHION & DECOR PROMOTION CAMPAIGN



A leading off-price apparel and home fashion retailer achieved 87.4% of video completion. The aim of the retailer was to promote fashion apparel and home decor during the fall and holiday seasons to Hindi and Punjabi speaking audience. The Key performance metrics for the campaign was Video completion rate.

Contextual & Keyword

Contextually relevant categories and keywords related to fashion and apparel, home décor, lifestyle, etc. was targeted.

In Language Creative

Creatives were transcreated into Hinglish and Punjabi languages to create a better connection with audiences.

Retargeting

Users who viewed or engaged with the advertisements were subsequently retargeted using pixels.

87.4%

Video Completion

0.7%

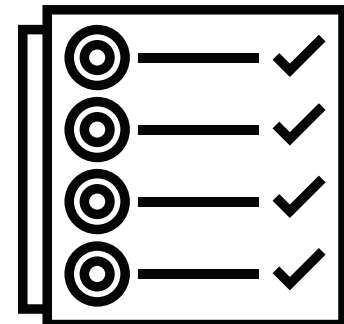
CTR

83.2%

Viewability



A RESTAURANT CHAIN PROMOTION CAMPAIGN



OBJECTIVE

An Indian restaurant was able to get 28.74% landing page to lead conversion. The restaurant wanted to promote the free mocktail and discount offer to the Asian Indians living in the vicinity of the restaurant. the campaign KPI was Landing pageviews and leads.

STRATEGIES USED

Geo Fencing

We targeted 15 miles radius of the location of the restaurant to target the customers.

Interest Targeting

The campaign was targeted at people who were interested in food, beverages, and other related topics.

Contextual Targeting

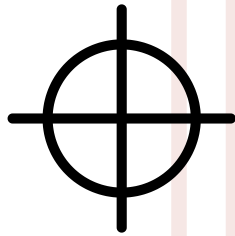
By using our in-house contextual engine, we identified the audience on the websites who were interested in Indian food.

0.87%
Click
Through

54.34%
Landing
Pageviews

28.74%
Pageviews to
Lead Conversion

BANKING CAMPAIGN



AIM

The campaign aimed to encourage users to open Bank accounts using the new Chinese Lunar New Year offers. The campaign targeted Chinese in the US, in Traditional Chinese, Simplified Chinese, and English. The KPIs for the campaign was CTR, SIVT Free and Viewability.

Contextual & Keyword

On numerous website categories, keywords related to Holiday, LNY, Lunar New Year, and Business were targeted.

In Market Audience

Audiences who were in the market of Financial Services, Banking services were targeted.

Retargeting

Users who have seen or interacted with the ads were retargeted using pixels.

81.3%

Video Completion

83.6%

Viewability

0.6%

CTR

99.5%

Fraud/SIVT Free

A SUPERHERO MOVIE LAUNCH CAMPAIGN



A superhero movie franchisee was able to achieve 88.39% VCR by targeting audiences of Chinese, Filipino, Korean, South Asian, and Vietnamese nationalities across the United States. The main metric was the VCR. General Audiences, Parents and Families, Multicultural/Diverse, Millennials, Gen-Z, Superhero Fans, Comic Book Fans, Sci-Fi/Tech Enthusiasts, Gamers, World History Buffs, and Pop Culture Influencers were the target audiences for this campaign.

STRATEGIES USED

Contextual & Keyword

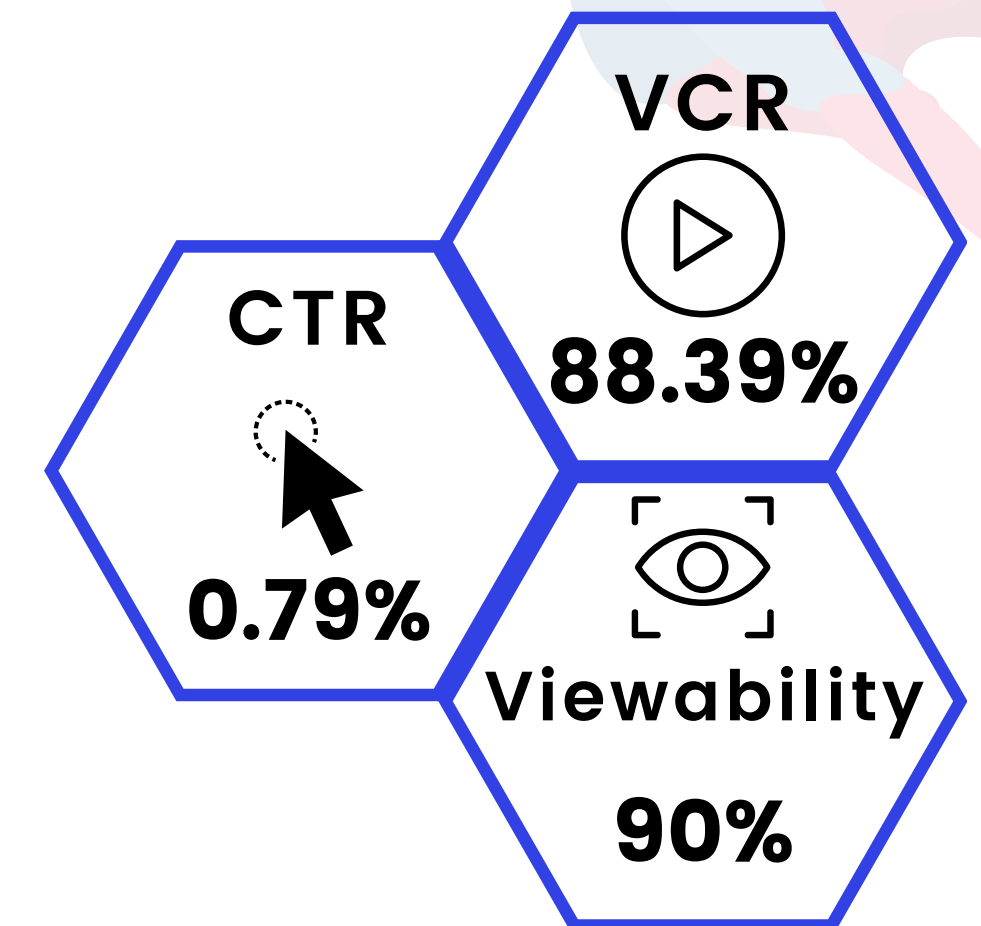
On numerous website categories, Marvel, superheroes, comic books, Avengers, and other keywords were targeted.

Demographic, Behavior, Interest

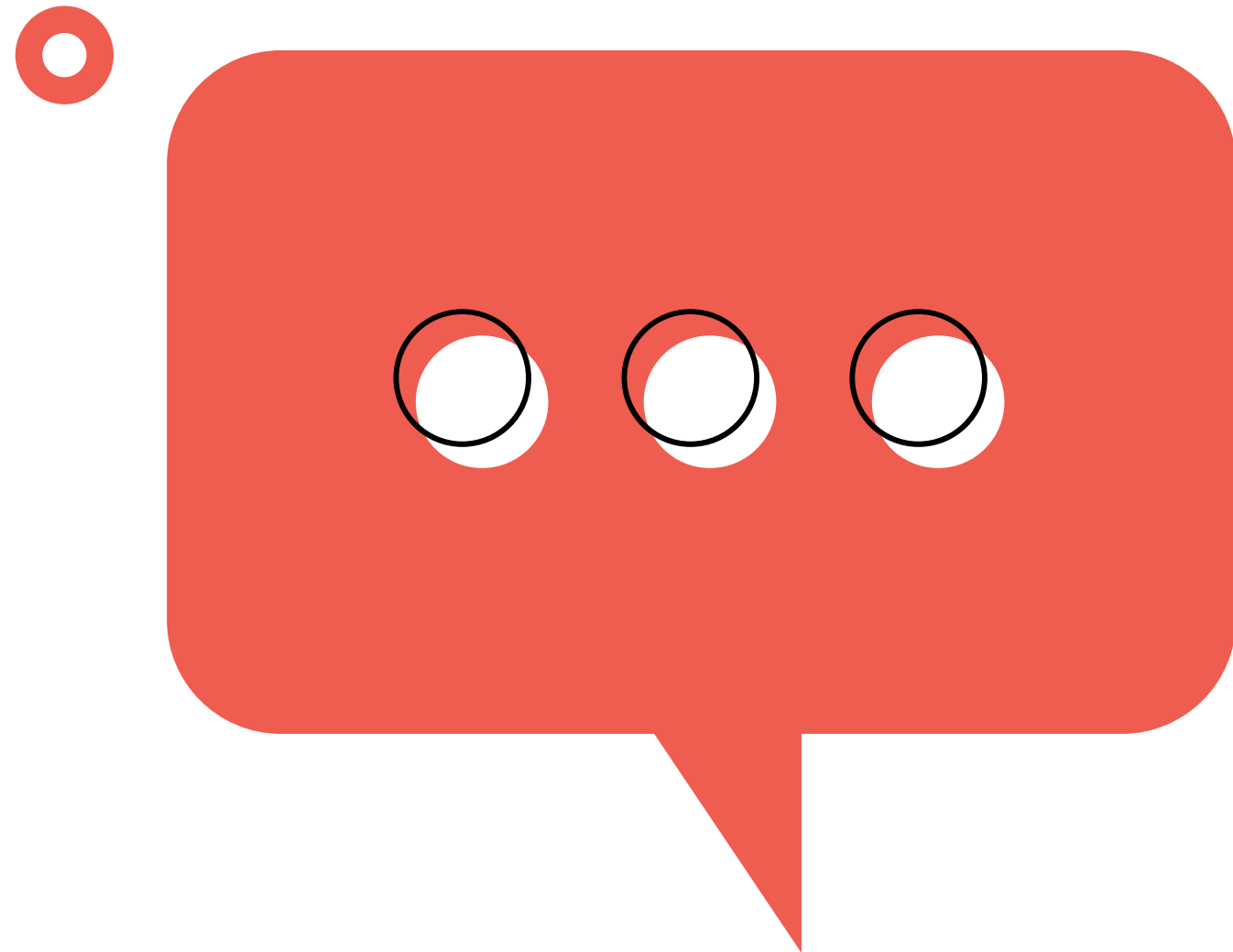
Multicultural, Millennial, and Gen-Z audiences with a passion for comic books, superheroes, and other related topics were targeted across several channels.

Contextual Video Unit

Contextual video ad units were built for desktop and mobile to promote brand exposure and user interaction.



Thank you



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