

Case Study: Major New Product Launch Reaches Cross Device

PushSpring data drives massive engagement, and outperforms key campaign KPI's on major tech/telco brand launch.

Client:

Industry leading tech/telco client

Campaign Goals:

New product launch, with strict ROI/DR goals

Inventory:

Mobile, display, and video inventory, informed by PushSpring data

Point of Comparison:

The client has tremendous access to first party data, however they chose to use PushSpring in order to inform their campaigns with more precise audiences at scale

Tactic:

Competitive conquering of older devices in market, early tech adopters, and social influencers

Results:

Initial performance has been outstanding with a **0.317% CTR** and a **65.6% VTR** (view through)

Next Steps:

The advertiser is aggressively increasing their bids on all PushSpring segments based on performance



Mobile, display, and video inventory

✓ **0.317% CTR**

✓ **65.6% VTR**