



CASE STUDY

Flooring Store Success with OTT Advertising

Client Overview

Small-town flooring store in the Western U.S. aiming to boost brand awareness and traffic.



Objective : Increase branding and drive traffic for promotion .

Strategy

We used premium streaming TV ad placements, targeting specific zip codes for precision reach and maximum impact.



Results

Impressions	Reach	Frequency	Video Completion Rate
33,365	4,573	7.8	98.83%

Outcome

Campaign success included increased in-store and website traffic, stronger branding, and reaching a new audience.