

SIZMEK OPTIMIZES PROMOTION STRATEGY FOR THE GARY GROUP, MAKING ADS VIEWABLE 35% MORE OFTEN.

Sizmek also decreases waste and ensures brand-safe ad placements for YouTube series.

Croschal Entertainment turned to the Gary Group to gain exposure and audience for a wickedly funny six-part YouTube series created by satirist/comedian Harry Shearer (of *Spinal Tap* fame). The series captured and staged some of late President Richard Nixon's oddest and unintentionally hilarious moments inside the Oval Office, all based on actual transcripts.



Marketing goal: Optimize strategy and ensure ads stand out

With so much noise to compete with in entertainment marketing, the biggest challenge for the media team was to cut through the clutter. It wanted to ensure that ads stood out with visible placements in the right environments, while keeping publishers on the hook for that quality. Sizmek's verification and viewability solutions provided the ideal solution, with solid, irrefutable data about what each publisher was actually delivering so their strategy could be continually optimized.

Solution: Sizmek Verification and Viewability takes The Gary Group's optimization to the next level

The Gary Group turned to Sizmek Verification and Viewability for the first time. Typically, the agency would optimize within flight based on ad performance to hold publishers accountable for campaign quality. Sizmek's verification and viewability technology took that approach to a whole new level for the agency.

Sizmek's MRC-accredited viewability provided measurement for whether an ad had a chance to be seen or not on a webpage. Sizmek verification services validated that digital placements conformed to planned and requested criteria to ensure that ads were seen in the right site environments.

With verification and viewability metrics in hand, The Gary Group team could not only optimize its buys by engagements or click volumes, it could also optimize placements based on if the ad was viewable and in what context it was being seen.

This data provided the leverage the team needed to hold publishers to task and cut out wasted impressions. Publishers who could deliver were in, those who couldn't were out.

SIZMEK VERIFICATION AND VIEWABILITY TAKES PERFORMANCE OPTIMIZATION TO A WHOLE NEW LEVEL.



Adding verification and viewability to our campaign strategy brought optimization to a whole new level. It helped us optimize not only on performance but also on if the ad was being seen and where it was being seen. This brought great power to our media buys.

BRENDAN GORMLEY
VP, THE GARY GROUP



Results

INCREASED PERFORMANCE: Viewability and verification significantly increased performance across the board, making ads viewable 35% more often than before optimization began.

REDUCED WASTE: In addition to increased performance, viewability and verification metrics also helped the team eliminate sites that were underperforming (nonviewable placements) and shift impressions away from brand-unsafe sites.

THE WORDS ARE REAL.

HARRY SHEARER
FROM SPINAL TAP & THE SIMPSONS TO THE OVAL OFFICE
ONLY ON YouTube
6-PART SERIES NOW ON YOUTUBE
CLICK TO EXPAND