



## Sizmek Video fetches superior viewability and performance for American Pet Nutrition

### GOAL

Drive in-market dog owners to make in-store purchases

American Pet Nutrition (APN), has been developing premium pet food since 1972. They use only the highest quality ingredients and follow the strictest safety standards. They expect the same from their partners, which is why they chose to partner with Sizmek when launching a new line of dog food: Supreme Source®.

Together with its agency, Diamond Merckens Hogan (DMH), American Pet Nutrition came to Sizmek with a challenge. To ensure a successful launch, they needed to reach in-market dog owners and category purchasers who shop at select retailers that carry Supreme Source and quickly drive them to make in-store purchases of Supreme Source.

The goal of the campaign was to increase brand awareness, which can be difficult to measure. APN was also looking at other performance indicators, including viewability, which was a key metric in this case. Not only was APN looking to surpass the standard benchmark for video viewability for this campaign, they also wanted video to be audible and viewable upon completion (AVOC).

Pre-roll video is a desirable digital format because it provides the ability to communicate with sight, sound, and motion. The team determined that the AVOC rate was the best way to measure and optimize to the kind of video views that would lead to awareness, understanding, and consideration.

They deployed Sizmek Artificial Intelligence for pre-bid assessment to ensure that APN was getting quality inventory that was likely to be viewable. They also used post-bid scoring to verify viewability and safety, allowing Sizmek to ensure that APN's brand message reached the right audience of pet owners in the moments they were most likely to be receptive and engaged.

### SOLUTION

Sizmek  
Programmatic  
Video's precise  
targeting

Sizmek was able to optimize targeting to reach likely buyers in the areas where Supreme Source was sold and deliver viewability rates significantly above benchmarks.

Sizmek exceeded the client's target AVOC rate by 50% and out-performed the industry average rate for programmatic video in the same time period by 170%. This also led to higher-than-average performance for other quality and engagement metrics such as human, in-view, completion, and quality rates.

## RESULTS

Outperformed the industry average for programmatic video by 170%

"We were happy with the service Sizmek provided, making sure we were set up for success prior to launch, but even more happy with the performance they drove with the campaign. We are beyond confident with the capabilities Sizmek provides in delivering high-quality programmatic video and will consider them first for future opportunities in this category."

**ELIZABETH MCMAHAN,**  
INTEGRATED MEDIA DIRECTOR, DIAMOND MERCKENS HOGAN

### About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients' media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at [go.sizmek.com/contact](https://go.sizmek.com/contact).