Anheuser-Busch boosts deliveries by combining display and Connected TV

THE RESULTS

Users that saw both Connected TV and display ads were:

3x
as likely to visit a Brand page on Drizly

2x
as likely to visit a Product or Add-to-Cart page

BUY

35%
more likely to make a purchase

Adapting to a new delivery-based economy

As the onset of Covid-19 in early 2020 drove a new surge in demand for consumer delivery services, Anheuser-Busch — the world's largest beer brewer — moved to quickly adapt its e-commerce strategy. Anheuser-Busch's digital media team developed an innovative approach for its portfolio of brands, aimed at driving more online purchases by generating awareness for alcohol delivery service Drizly.

Connecting the dots between display and Connected TV

The Anheuser-Busch team implemented campaigns across myriad media types and devices. But they really wanted to test how combining Connected TV ads with standard display buys would affect sales. Working directly with Drizly, Anheuser-Busch applied a pixel to the delivery service's website to track attribution for product sales and ultimately increase ROI by optimizing its media buys in real time. And with their media agency Dentsu, they were able to negotiate custom rates with a handful of networks and over-the-top streaming sources to target with their programmatic strategies.

Connected TV plus display drives big results

After running the campaign for just a few weeks, Anheuser-Busch discovered that people who viewed ads on both Connected TV and display were three times as likely to visit a Brand page on Drizly versus those who had only seen a display ad. They were also twice as likely to go to a Product or Add-to-Cart page — and 35 percent more likely to make a purchase. Beyond proving the impact of Connected TV, the campaign also helped the brand optimize their Connected TV publishers based on their ability to deliver business results in real time.

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ANHEUSER-BUSCH

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