

CASE STUDY

Amnet Taiwan raises brand awareness for an international whisky producer with iQIYI Taiwan and The Trade Desk



Agency:

Amnet Taiwan

Advertiser:

International whisky producer

Buying Method:

PMP deals with iQIYI Taiwan's premium video streaming service

Campaign Goals

- Test the potential of programmatic buys for premium video content
- Raise brand awareness among specific audiences through premium video content
- Maintain a high video completion rate (VCR) while being cost-efficient

Approach

- Used the Publisher Management Platform (PMP) to execute two private marketplace deals
- Targeted both a specific TV drama series and the entertainment channel on the iQIYI Taiwan video streaming platform
- Tracked performance using The Trade Desk's robust and transparent reporting

Results

- Achieved an average VCR of 81% throughout the campaign
- Delivered ads across premium, professionally produced content in brand-safe environments

Increase brand awareness and reach relevant audiences with iQIYI Taiwan's premium video streaming platform

- The Trade Desk has partnered with iQIYI Taiwan to offer the opportunity to align ads with premium quality content at scale while remaining cost-effective.
- To ensure ads were delivered alongside premium, brand-safe content, Amnet decided to innovate through programmatic media buys with iQIYI Taiwan. iQIYI Taiwan's premium video content is available on multiple devices, including desktop, mobile, tablet, and CTV. This allows Amnet to manage campaigns across a variety of channels for maximized and controlled reach.
- Amnet ran two PMP deal types to optimize the performance: one that served in a specific TV drama series and one that served in the entertainment channel on iQIYI Taiwan.
- In under three weeks, the campaign generated roughly 48,000 completed views and achieved an average VCR of 81% throughout the campaign.
- In addition to beating campaign performance goals, programmatic buys for premium video content through The Trade Desk's self-service platform also helped Amnet save time while enjoying smooth execution of the campaign.



DID YOU KNOW?

To help improve and advance the advertising environment in Taiwan, The Trade Desk has invested heavily in building a better programmatic ecosystem by expanding and strengthening partnerships with inventory leaders like iQIYI Taiwan. iQIYI Taiwan has more than 10 million average monthly users and was the most downloaded entertainment app of 2018. As iQIYI Taiwan's first and preferred Demand Side Platform (DSP) partner, The Trade Desk is the best choice for running campaigns on premium video content in Taiwan. Scale at performance across iQIYI Taiwan's guaranteed premium content.

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