

# ViewSonic successfully reaches gamers globally with holistic Connected TV and over-the-top campaigns

## CASE STUDY

### Client

ViewSonic

### Method

Connected TV (CTV),  
over-the-top (OTT)



## THE RESULTS



### First

CTV/OTT campaign  
concurrently run across  
multiple countries



### 75%

completion rate achieved  
— 12% higher than  
industry benchmark



### 47%

lower average cost per  
completed view (CPCV)  
than industry benchmark

## REACHING GLOBAL GAMERS WITH A HOLISTIC CTV AND OTT STRATEGY

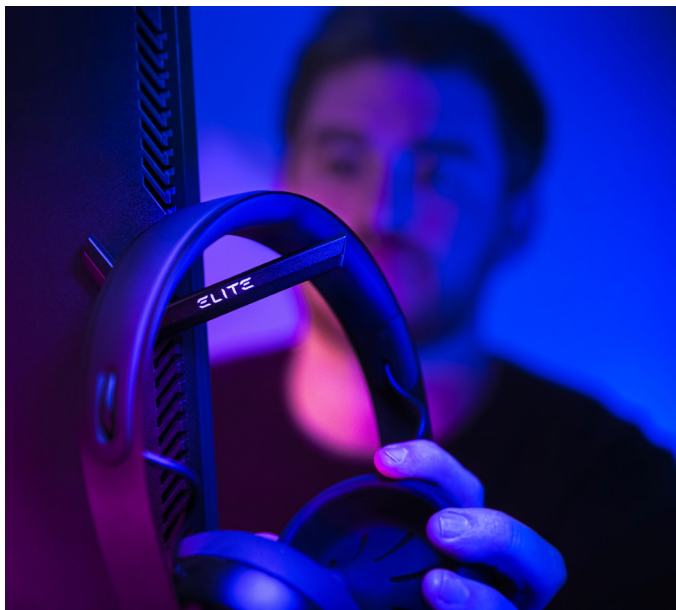
ViewSonic, a multinational electronics company, was looking to expand its global presence and promote gaming-focused monitors around the world while maintaining cost-efficient media buys and achieving high engagement.

As more people have shifted their viewing habits from traditional TV to online streaming, ViewSonic knew they needed to meet their digital-savvy audience where they spent most of their time — on CTV and premium OTT. For marketers, these channels combine traditional TV's impact with digital media's precision targeting, making them the ideal channels for ViewSonic's global campaign.

To reach their audience globally on CTV and OTT, ViewSonic's global marketing team in Taiwan decided to partner with The Trade Desk, the platform of which integrates with premium inventory partners and serves as a one-stop shop for global CTV and OTT buys. With The Trade Desk's platform, ViewSonic was able to easily plan, target, and measure their CTV and OTT campaigns, while holistically managing reach and frequency across all inventory providers.

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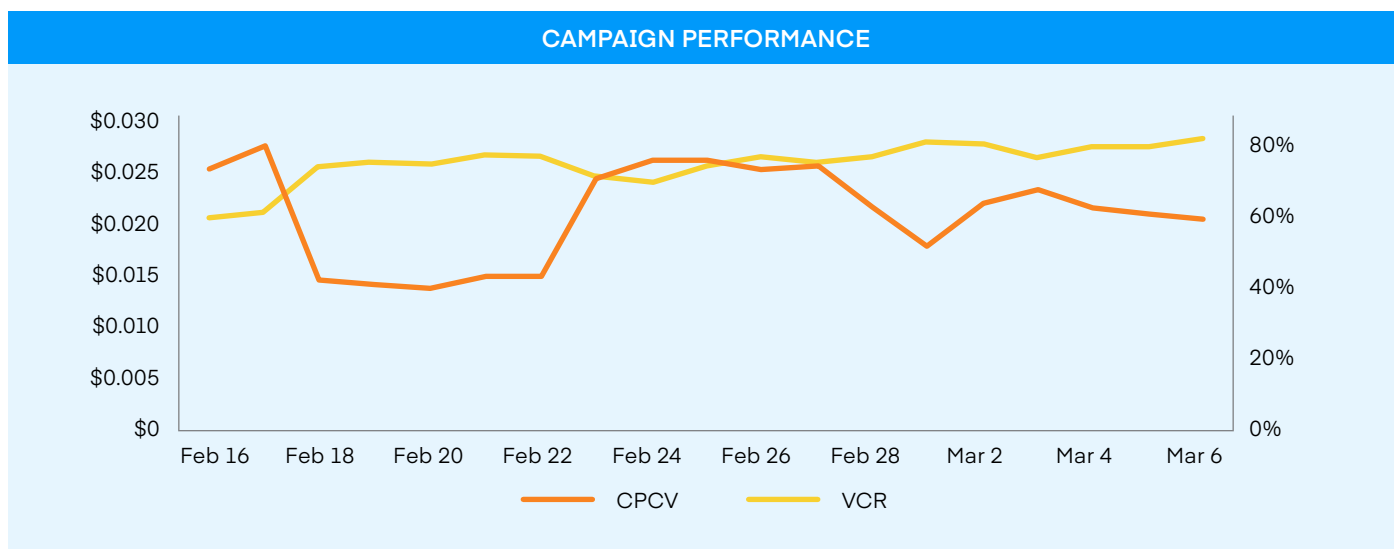
## MEETING THE TARGET AUDIENCE WHERE THEY ARE

The ViewSonic team worked closely with The Trade Desk team for platform training, setup, and management of their "United by Play" global CTV and OTT campaign in a self-serve manner. They started by identifying the ideal inventory types (animation OTT and mainstream OTT platforms) in their four target markets: Germany, the United Kingdom, the Philippines, and India. They decided to run their campaigns on Crunchyroll, iQIYI, Rakuten, and Pluto TV, as these platforms perfectly capture their target audience of younger generations, tech enthusiasts, and trendsetters.

To make sure ViewSonic accessed inventory that was most relevant to their campaign, The Trade Desk team went even further to set up custom deals with select inventory partners for ViewSonic and ensure consistent avails that would help ViewSonic's campaign deliver in full.

## MAXIMIZING CAMPAIGN PERFORMANCE WITH AI AND HIGH-QUALITY THIRD-PARTY DATA

To keep the campaign on track, The Trade Desk's artificial intelligence Koa worked on the back end to automatically improve campaign performance. After ViewSonic selected key KPIs in the campaign setup, Koa used historical data to see what was mathematically proven to maximize performance. Because Koa optimized the campaign automatically, not only did the campaign perform better, but the ViewSonic team also got more time to focus on adding strategic value. With Koa, video completion rate (VCR) was improved from 59 percent to 81 percent over the campaign period (a 22 percent increase), and CPCV was improved from \$0.024 to \$0.018 (a 25 percent decrease).



ViewSonic also tapped in to The Trade Desk's data marketplace to further increase reach and improve audience engagement. There they were able to leverage technology and gaming-related third-party data segments from leading data providers to discover new, high-value audiences and extend their reach beyond their core customers.

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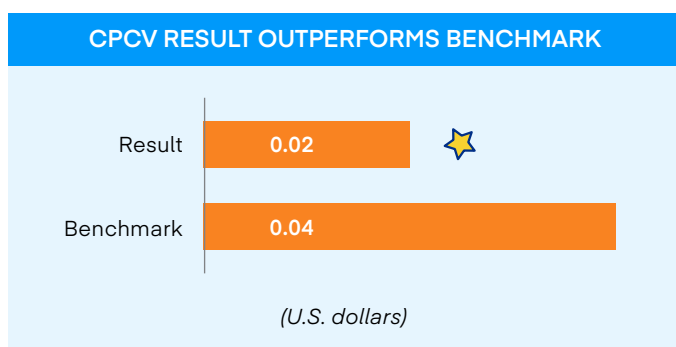
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## DRIVING MORE ENGAGEMENT WITH WOOTAG'S INTERACTIVE VIDEO ADS

ViewSonic's aggressive brand image-building didn't stop there. ViewSonic also leveraged The Trade Desk's direct integration with high-impact ads inventory partner Wootag. Wootag is an interactive technology and insights platform, with which The Trade Desk devised customized solutions for ViewSonic's objectives. Combining the power of Wootag's engaging, immersive ad experience with The Trade Desk's robust targeting solutions, ViewSonic was able to make a strong impression, connect more closely with their target audience, and eventually drive the audience down the path of conversion.

Throughout the campaign period, ViewSonic saw strong results, including a click-through rate (CTR) of 1.24 percent in Germany, 24 times better than the industry benchmark, and a CTR of 0.47 percent in the UK, 11 times better than the industry benchmark. Furthermore, the high-impact ads directed more than 5,000 users to visit ViewSonic's website in fewer than three weeks.



## PIONEERING A GLOBAL CTV CAMPAIGN FOCUSED ON GAMERS WHILE MAINTAINING A COST-EFFICIENT CPCV

Through The Trade Desk's platform, ViewSonic was able to efficiently run their global CTV and OTT campaigns across premium inventory in multiple countries and successfully reach their target audience with outstanding results:

- 896,000 unique users reached;
- 875,000 unique households reached;
- An average CPCV of \$0.02 across all strategies — 47 percent lower than the industry benchmark;
- An average completion rate of 75 percent — 12 percent higher than the industry benchmark.

Impressed with The Trade Desk's superb CTV and OTT capabilities, excellent service, and stellar results, ViewSonic chose to continue their partnership with The Trade Desk and begin using The Trade Desk's platform globally.

## TESTIMONIAL

"The Trade Desk Taiwan team were absolutely instrumental in bringing our multinational gaming campaign to life in a timely, cost-effective manner. Without The Trade Desk's extensive network of global partners and the expertise of their fantastic team to navigate it, we would not have been able to pull off such a complex activation to this degree of success and efficiency."

**Billy Choi, Global Digital Campaign Manager,  
ViewSonic**