

Case Study

Airborne®

“Storygize is a leading ROI driver for Airborne. We look forward to continuing our partnership to exceed media KPIs and sales goals.”

Minal Gujarathi
Digital & Media Team Lead
Reckitt

Storygize Delivers Outstanding Performance Utilizing DCO and Advanced Contextual Targeting

Goal

Increase consideration and motivate switching during the season to drive the purchase of Airborne products for the whole family.

Target Audience

Audiences aged 25-54: Families with an active and busy lifestyle, interest in health and wellness, immune support category buyers, and New Year's goal setters.

Our Approach

Storygize utilized dynamic creative optimization, advanced contextual targeting, and multi-KPI optimizations across native display and online video to efficiently reach and engage Airborne's ideal audience.

Results

Storygize delivered the highest campaign ROI across all media plan partners. We helped reach and convert the target audiences by utilizing its advanced contextual and data targeting. In addition to its top click-to-cart performance, the campaign exceeded benchmarks across multiple campaign success metrics.

43% Higher click-through-rate than the benchmark (CTR)

33% Lower cost-per-click than the benchmark (CPC)

87% Video completion rate (VCR)

14x Lower than the contracted Cost Per Completed View (CPCV)