



A PROGRAMMATIC ADVERTISING CONSUMER PRODUCT GOODS CASE STUDY

THE OPPORTUNITY

A national pet feed manufacturer had recently produced a new wild birdseed blend and wanted to create a **30-Day brand awareness Programmatic Advertising Campaign** targeting birdwatching enthusiasts nationwide. **amplify** leveraged key messaging and highly targeted media to drive brand pull-through at the retail store level.

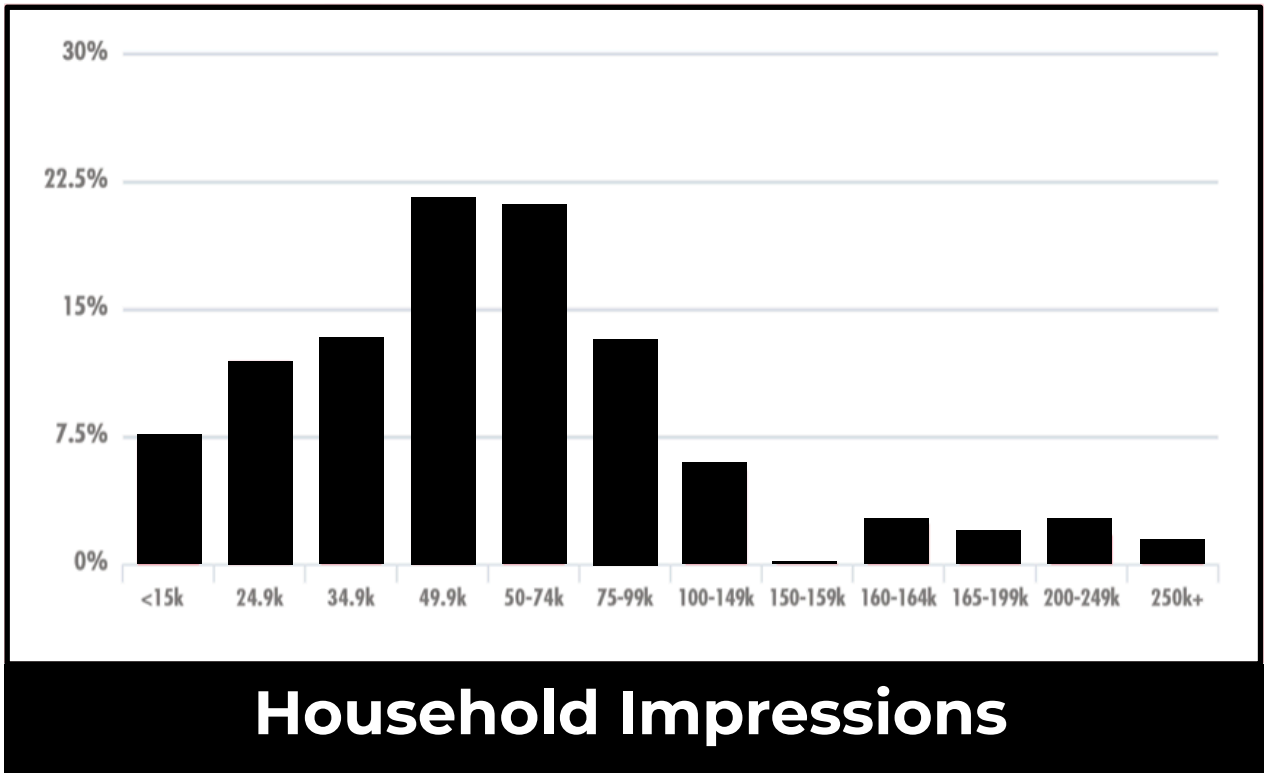
THE STRATEGY

Working quickly with the client, a creative team crafted several animated banner ads to conduct A/B testing to fully optimize the highest click thru rates as our data scientists geo-framed 1,467 tractor supply retail stores with a 9-month look back along with visitors to other outdoor garden supply stores. The campaign resulted in an impressive .034% Click Through Rate.

THE RESULTS

3,575,350
impressions served

12,258
engaged clicks



KEY RESULTS

