

# Case Study

# Full Funnel Streaming TV

# Lessons From a Major Beauty Brand

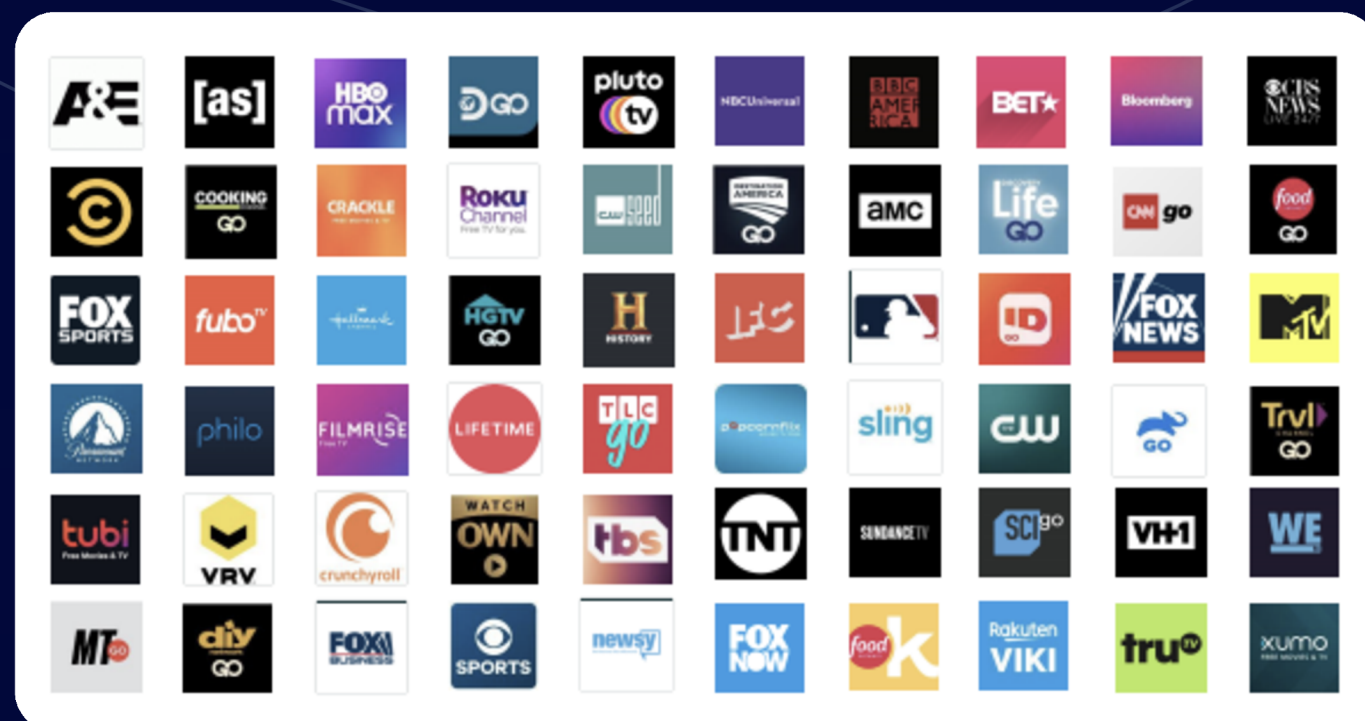
# Acadia



## Case Study

# The Challenge

Our client challenged us to put their products in front of a more refined, premium audience for their 2024 STV strategy so we could measure the incremental impact...



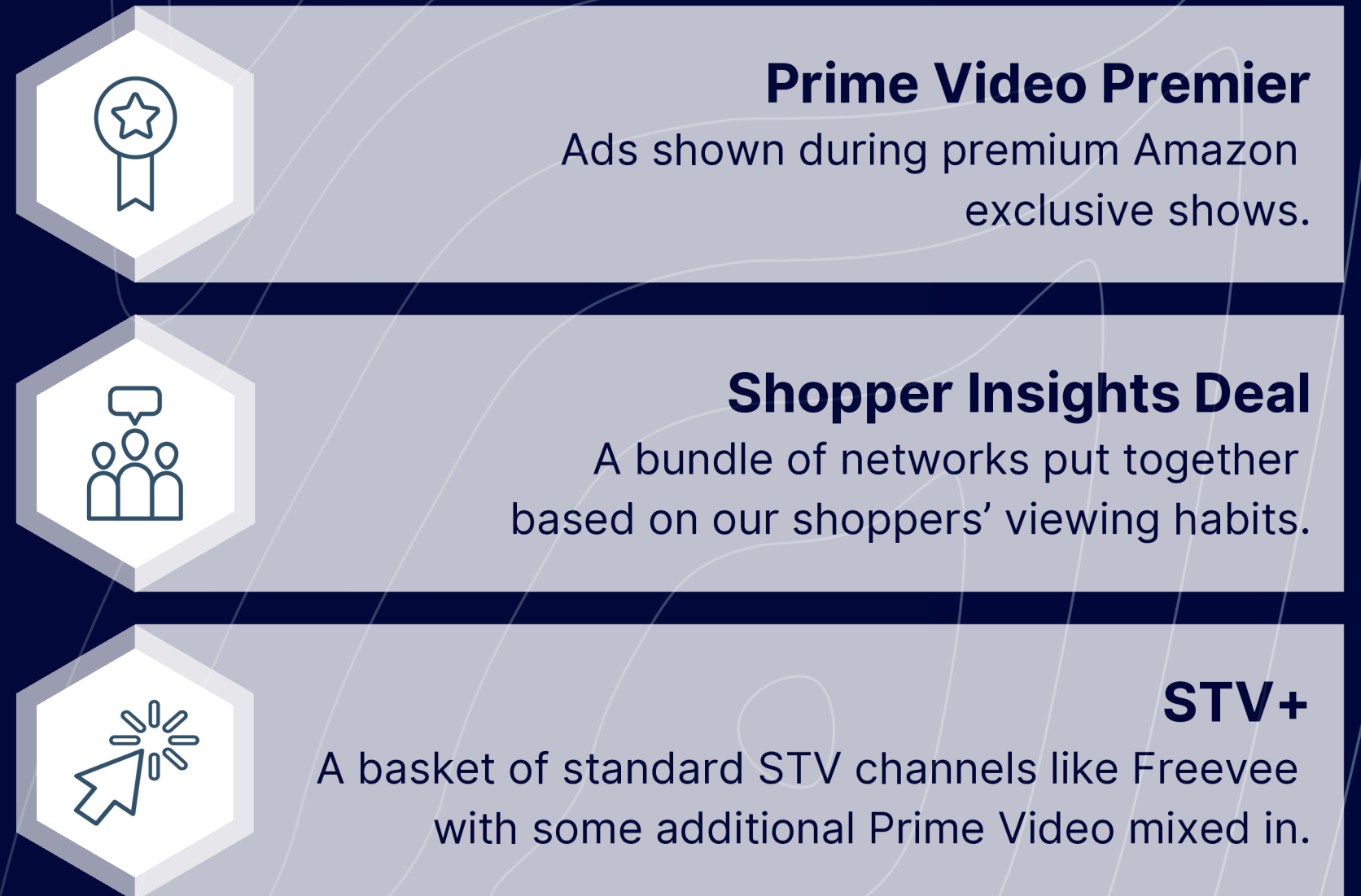
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## Case Study

# The Solution

We elevated our current upper funnel strategy by experimenting with Amazon's Premium STV Inventory.

💡 Instead of Amazon's standard STV inventory, we worked with our Amazon partners to identify three unique supply sources to test against.



## Case Study

# The Solution

We leveraged **Interactive Video** ads to enhance performance and generate incremental lift throughout the funnel.

📱 Scanning the **QR code** can guide shoppers to various destinations, such as triggering an email, directing them to the product detail page, or adding the item to their cart if they are logged in as Prime members.





## Case Study

# The Solution

We introduced **AMC lookalike** audiences to more effectively target potential customers compared to standard in-market audiences.

🎯 Lookalike audiences are a group of potential customers who share similar characteristics, behaviors, and interests with the brand's existing customer base. This audience improves relevance, drives higher engagement, and increases conversion rates efficiently.



## Case Study

# The Solution

We actively tracked **multitouch and purchase path attribution** to measure true impact...

 Purchases surged from 1,500 to 2,400.

Multi Channel Funnel	Path Occurrences	Purchases
	3.176.365	2.400
[[1, STV 2024]]	3119185	1360
[[1, STV 2024], [2, Defense 25%]]	765	468
[[1, STV 2024], [2, Conquest 18%]]	234	79
[[1, Defense 25%], [2, STV 2024], [3, Defense 25%]]	57	62
[[1, STV 2024], [2, Purchase]]	5536	50
[[1, STV 2024], [2, Rank 9%]]	80	32
[[1, Purchase], [2, STV 2024]]	4679	31
[[1, STV 2024], [2, Purchase], [3, STV 2024]]	446	28
[[1, STV 2024], [2, Consideration ]]	12313	20
[[1, STV 2024], [2, Defense 25%], [3, Purchase], [4, Defense 25%]]	14	17
[[1, STV 2024], [2, Defense 25%], [3, STV 2024]]	78	16
[[1, Prospect 5%], [2, STV 2024], [3, Prospect 5%]]	11	13
[[1, Consideration ], [2, STV 2024]]	11156	12
[[1, Loyalty], [2, STV 2024]]	770	12
[[1, STV 2024], [2, Defense 25%], [3, Prospect 5%], [4, Defense 25%]]	4	11
[[1, Awareness], [2, STV 2024]]	14357	9

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## Case Study

# The Results

**AMC audiences** outperformed standard audiences, exceeding average campaign performance across key metrics.

### Audiences

AMC: High-Value Purchases - Balanced Look Alike

AMC: 90 Days Most Similar Look Alike

AMC: SnSS Expansion 90 Days Most Similar Look Alike

## Case Study

# The Results

**AMC insights** consistently enhance full-funnel strategy, boosting purchase rates, new-to-brand %, and detail page view rates - demonstrating the benefit of refined targeting.

KPI	AMC Audience Performance	Campaign Average (Non-AMC Audiences)
Purchase Rate	0.55%	0.29%
NTB %	80%	69%
DPVR	0.36%	0.22%



## Case Study

# The Results

Qualified traffic, conversion, efficiency, and customer acquisition surged 2-3X.

### 2023 vs. 2024 STV Campaign:

1) Detail Page View Rate

**214%**



2) Add to Cart Rate

**250%**



3) Purchase Rate

**246%**



4) ROAS

**300%**



5) New to Brand ROAS

**360%**



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The background of the image consists of a dark blue field filled with intricate, light blue wavy lines that resemble topographical contour lines or fluid, organic patterns. These lines flow across the frame, creating a sense of movement and depth. Centered horizontally and slightly above the vertical midpoint is the word "Acadia" in a clean, white, sans-serif typeface. The text is bold and stands out prominently against the complex, textured background.

**Acadia**