

# Stirista's CTV Ad Drove 15.8% of Website Traffic for a Sweepstakes Campaign



**15.8%**

site visitors reached

**\$8.58**

cost per site visitor

**97%**

viewer completion rate

## Overview

This agency partners with multiple brands to execute collaborative marketing campaigns. For this initiative, the agency worked with five well-known consumer goods brands with the goal of increasing awareness and strategically positioning their products in front of target customers.

## Objective

The agency brought together the five consumer brands to launch a joint campaign focused on awareness, promotions, and a branded sweepstakes. New to connected TV (CTV), the agency turned to Stirista for support in building a campaign that could reach the right audiences and drive measurable results. Stirista's role was to develop and activate a CTV ad strategy targeting specific audiences and brick-and-mortar retail locations.

## Solution

In collaboration with the agency, we created a CTV strategy designed to reach new audiences and drive traffic to the campaign website. The campaign specifically targeted millennial mothers near key brick-and-mortar locations and promoted sweepstakes participation, product coupons, and featured recipes.

With a clearly defined audience, Stirista handled creative development, data onboarding, and hygiene processes to build accurate, high-quality audience segments. Our view-through attribution reports enabled both deterministic attribution and conversion lift measurement, allowing for real-time optimization and transparent performance reporting.

We also implemented a Visitor Identity Graph (VIG) pixel on the campaign landing page to track site traffic and ensure alignment with the agency's goals and KPIs.

## Results

In just one month, the campaign delivered the majority of impressions on premium domains during primetime viewing hours, achieving a 97% viewer completion rate. The CTV ad generated over 1.88 million impressions and drove a significant share of traffic to the campaign landing page.

Based on data captured through Stirista's VIG pixel, the campaign achieved a cost of \$8.58 per website visitor and accounted for 15.8% of all site traffic during the campaign period.

