



HCM Platform

# DELIVERING NEXT-GEN RESULTS FOR B2B

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OTT + Audience Extension x Social x Display

# THE CHALLENGE

A woman with glasses and a striped shirt is sitting at a wooden desk, talking on a white smartphone. She is also looking at a laptop. The desk is cluttered with various items: a yellow coffee cup, a glass of pens and scissors, sticky notes, a tablet, and several papers with charts and graphs. The background shows a white radiator and a white wall.

One of the largest providers of human resources management software and services in the U.S. needed our enhanced digital capabilities to target management decision-makers to demo their new customizable HCM software nationwide.

# STRATEGY



We developed a multi-channel strategy that allowed us to reach our target audience including: OTT w/ Audience Extension, Social, and Display.

Increased CTV and FB + Instagram usage during the COVID-19 pandemic presented a tremendous opportunity to drive action through reach and efficient, targeted impressions.

More engagement from users means more ad opportunities, and in turn allows for more favorable CPMs and CPCs.

# THE RESULTS.



**+2 MIL**

cross-platform  
impressions delivered

**+962%**

social CTR above industry  
benchmark

**95%**

completed view rate

**-31%**

cost per visit compared to  
OTT industry benchmark