

Personalized video advertising increases Retailer's campaign effectiveness.

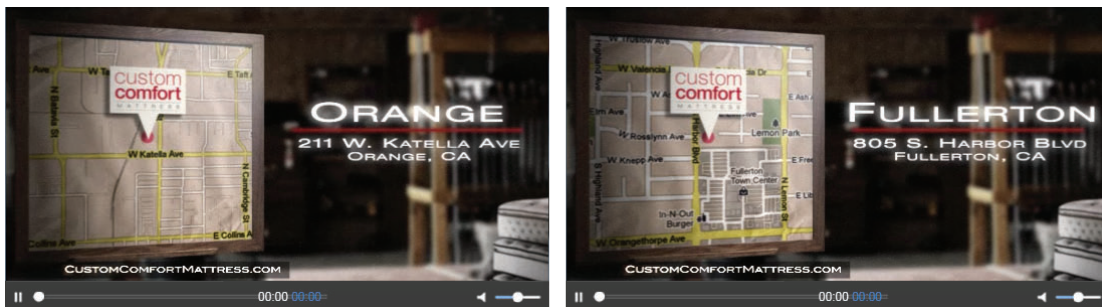
Increase of 34.8% in Local Brand Awareness for Custom Comfort Mattress.

## Challenge

Custom Comfort Mattress was looking to leverage video advertising to generate more in-store sales. The video ads needed to push the brand back into the front of the shopper's mind and ultimately attract prospects to local stores.

## Solution

With Eyeview's technology, viewers received a geo-targeted, localized and personalized version of the video ad which included a map and the address of the nearest local store.



Screen capture: various maps of local stores

[See online demo](#)

## Testing Methodology



The impact of the localized video ads was measured through real-time surveys which were embedded in the companion banner next to the video ads. Viewers were split into two groups: a control group who saw a standard, one-size-fits-all version; and a main group who saw the personalized videos. Survey responses were compared and analyzed by Stat-Market, a 3rd party analytics research provider.



Screen capture: Local Brand Awareness survey in companion banner next to the video

## Results

Stat-market's analysis of the survey demonstrated 34.8% lift in Local Brand Awareness. The result is statistically significant at the 95% confidence level ( $\alpha=0.05$ ).

The statistical data proved that connecting with viewers through personalized online video ads is more effective than the standard one-size-fit-all model.

## About Eyeview

Eyeview, through its patent pending technology, lets advertisers deliver localized, personalized, real-time updated video ads

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