

Challenge

Horizon Media was planning a nationwide video campaign for their client, Schwinn Bikes. The campaign's goal was to promote the brand and ultimately increase sales. Schwinn bikes are sold in a variety of stores ranging from mass retailers to local specialty stores. Pointing the customers to the location of the nearest store was paramount to the success of the campaign.

Horizon Media wanted to leverage the existing video asset to drive local messages in a cost efficient way without compromising the broadcast quality of the ad.

Solution

In less than 3 days, Eyeview's technology generated over 6000 dynamic versions of the video ad, seamlessly embedding the name, address and map visualization of every Schwinn Bikes retailer. Using IP geo-targeting information, each viewer was served the relevant version of the ad based on the closest store to them.

[See online demo](#)



Screen capture: maps of local Schwinn stores. Click the image to see an online demo

Testing Methodology

The online impact of the localized video ads was measured by real-time comparison of CTR between two groups: a control group who saw a standard, one-size-fits-all version; and a main group who saw the personalized videos. Data was collected and analyzed by the partner network.



The original TV ad Vs a personalized ad variation for San Francisco

Results

Eyeview's Technology enabled Horizon Media to deliver localized, actionable and effective Schwinn video ads nationwide.

- Over 6,000 different localized variations of broadcast quality video ads delivered.
- Over 23% increase in CTR.

"Within 3 days our campaign was running over 6000 different video experiences nationwide! Eyeview's technology facilitated communications with our target audiences, providing them with specific, detailed information encouraging intent to purchase."

Ethan Kraus, Associate Director, Digital at Horizon Media

About Eyeview

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