

Bridgestone and DAC drives 6% lift in brand development index with DV360 CTV



*Results achieved during the campaign period 1/1/23 - 3/31/23

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The Challenge

Bridgestone and DAC wanted to understand if targeted CTV in DV360 as an upper funnel strategy, would be able to drive growth in brand interest compared to linear, while efficiently reaching new users within the target audience of A18-54 via DV360.

The Approach

Bridgestone and DAC increased its DV360 CTV investment in select DMA markets identified by Market Share Index (MSI). The top 40 MSI markets were targeted in efforts to further increase brand demand. Through DV360, Bridgestone was able to target CTV ads to specific audiences. This allowed Bridgestone to reach the people who were most likely to be interested via DV360.

The Results

The strategic DV360 CTV activations drove a 6% lift in the brand development index in target markets quarter over quarter (QoQ), along with a 27% increase in product detail views QoQ compared to BAU markets. This success helped demonstrate the value of upper funnel CTV in DV360 and its impact on brand demand.

Bridgestone was able to reach 4M incremental users through targeted CTV in the test markets. On average, it would cost an additional \$1.1 million to reach the same numbers of users through linear TV.

“We’re thrilled with the results, confirming DV360 CTV’s effectiveness for us in the tire category. Strategic media placements and maximizing marketing investments are crucial for success in the digital ecosystem.”

Cody Bryant, Sr. Manager Bridgestone

6%

Brand Development Index

27%

Product detail Views

4M

Incremental Users on CTV

\$1M

Savings by running on CTV vs linear

Primary Marketing Objective

- Growing brand demand through efficient reach

Featured Product Area

- DV360 and Campaign Manager



DAC

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