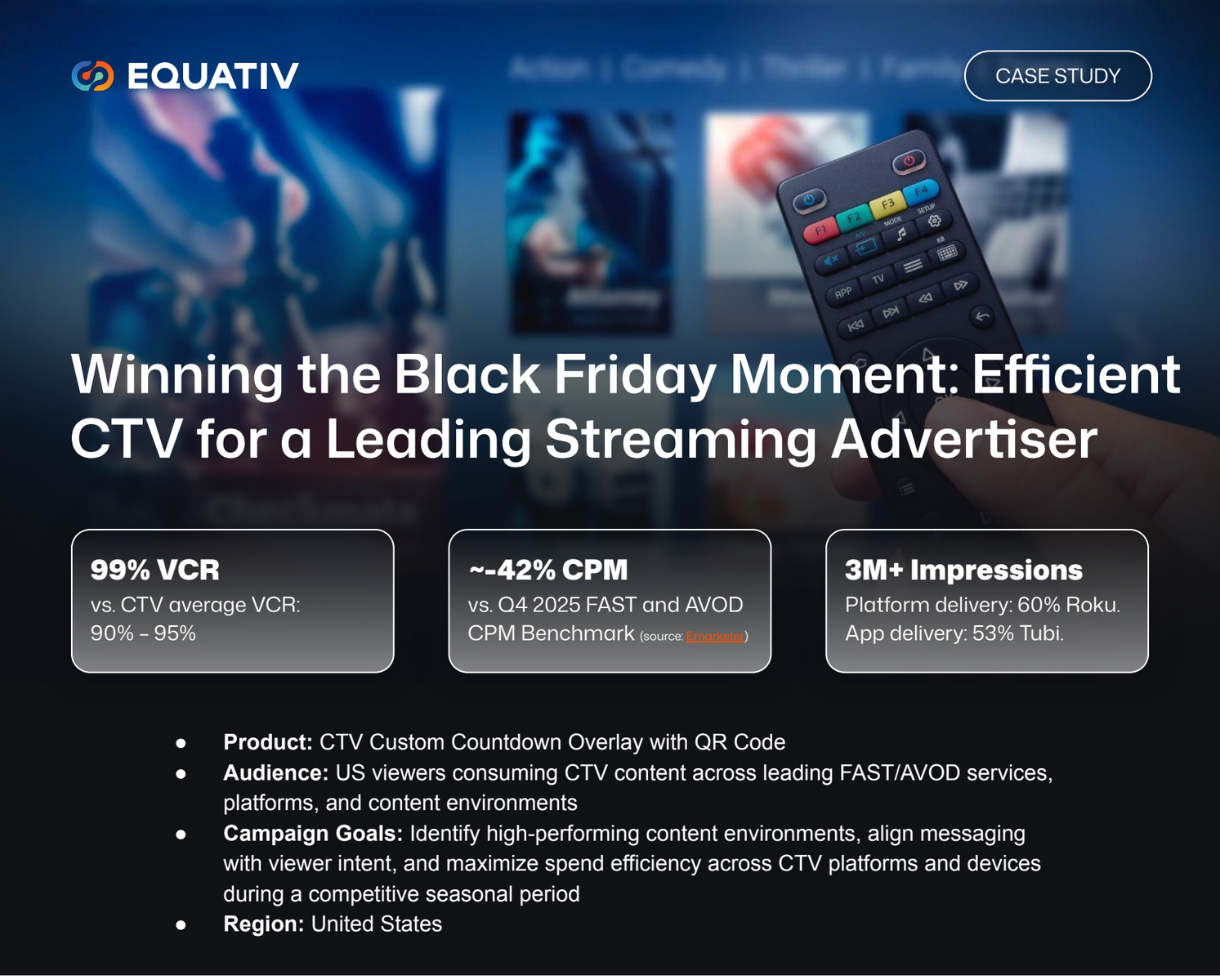
EQUATIV

CASE STUDY



Winning the Black Friday Moment: Efficient CTV for a Leading Streaming Advertiser

99% VCR
vs. CTV average VCR: 90% – 95%

~-42% CPM
vs. Q4 2025 FAST and AVOD CPM Benchmark (source: Emarketer)

3M+ Impressions
Platform delivery: 60% Roku. App delivery: 53% Tubi.

- **Product:** CTV Custom Countdown Overlay with QR Code
- **Audience:** US viewers consuming CTV content across leading FAST/AVOD services, platforms, and content environments
- **Campaign Goals:** Identify high-performing content environments, align messaging with viewer intent, and maximize spend efficiency across CTV platforms and devices during a competitive seasonal period
- **Region:** United States

Context

Black Friday creates intense competition for viewer attention, with advertisers seeking scale while trying to avoid inefficient media spend. As audiences move across an increasingly fragmented mix of FAST, AVOD, and premium CTV environments, the challenge was to make every impression work harder while maintaining relevance and attention. In 2025, a leading streaming advertiser needed to promote a major sports event and a Black Friday offer in environments where the messaging would be timely, contextually relevant, and optimized across apps, platforms, and devices.

Solution

Engaging Formats: Custom CTV Countdown Overlays created urgency around a major sports event and Black Friday. By making timing part of the creative, the format held viewer attention through the full ad and contributed to a 99% VCR.

Audience and Intent Signals: Audiences were activated based on content consumption behavior and genre signals. Documentary, Drama, and Comedy were among the highest-delivery genres, helping prioritize environments aligned with viewer interests.

Contextual Relevance: Equativ aligned promotional messaging with relevant viewing contexts to help the advertiser compete during a crowded seasonal period. Countdown creative and QR code integrations supported a more actionable viewer experience.

Efficient Optimization: Real-time performance and metadata signals helped shift delivery toward high-performing apps, genres, and devices. The approach supported a 99% VCR, more than 3 million impressions, and CPM performance approximately 42% below the Q4 2025 FAST and AVOD benchmark calculated by Emarketer.