

Targeted Messaging Grows Engagement With Interactive Trivia For Florida Virtual School



0.54%

AVERAGE
ENGAGEMENT RATE

+73s

AVERAGE
TIME EARNED

STRATEGY

Following the success of [their first interactive CTV campaign](#), Florida Virtual School wanted to explore if an audience-based approach would impact engagement, specifically digging into which combination of messaging landed better with parents vs. students. For students, they focused on enablement and available resources in the time leading up to summer break. For parents, the messaging highlighted the benefits of virtual education during the back-to-school season.

Audience-Based Messaging

Drove students and parents to interact with the quiz.



PARENTS



STUDENTS

OUTCOME

	PARENTS	BENCHMARK*	STUDENTS
Time Earned	67s	63s	83s
Engagement Rate	0.60%	0.60%	0.47%

- ✓ Time earned excelled for both groups but was highest for students, beating the benchmark by **16 seconds**.
- ✓ Engagement rate rose over time, **growing by 28%** in the second half of the campaign compared to the first.

* Innovid, "Global Omni-Channel Benchmarks Report," 2021