



OBI taps Disney Advertising & Innovid to transform TV with interactive formats and boost KPIs

2x

More time earned
than the standard
commercial's run time

Goal

OBI wanted to go beyond passive viewing to active participation in CTV for a client with dozens of multifamily properties. This strategic shift aimed to capitalize on viewers' dedicated attention within the living room environment, fostering deeper engagement, increased purchase intent, and positive brand perception. Ultimately, they wanted to transform CTV from a primarily brand awareness channel into a more effective lead generation tool for the client's prospective tenants.

*"Our goal was to drive qualified engagement, not just views. Innovid's platform allowed us to activate precise audience strategies inside a **high-impact CTV format that delivered both brand and business results.**"*

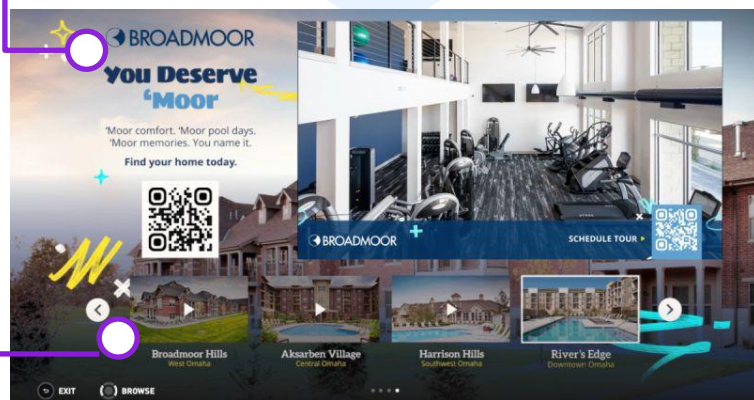
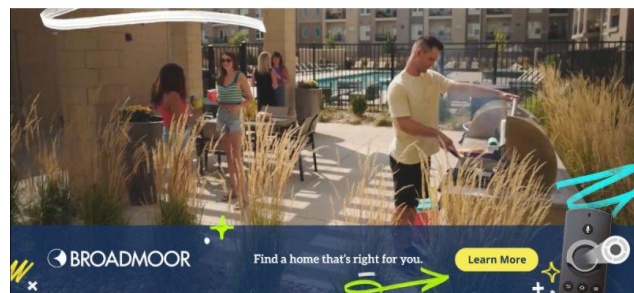
Justin Eveloff

Vice President | Performance Marketing Media and Creative

Strategy

In partnership with Disney Advertising and Innovid, OBI leveraged creative strategies like:

- **Personalized Experiences:** Advanced **audience segmentation informed dynamic ad units** that tailored property and amenities to the individual.
- **Interactive Exploration:** Empowering potential residents to select and engage with properties of interest through interactive elements in the ad.
- **Seamless Viewer Journey:** Integrating video tours and clear messaging in the ad, allowed users to **take the next steps in their property search without ever leaving the CTV environment.**



Results

With Innovid's dynamic and interactive formats, OBI was able to deliver ad experiences that collapse the purchase funnel, delivering against both high-level branding and direct intent metrics.

+16%

Lift in
purchase intent

+15%

Increase in
brand trust

+19%

Improvement in
brand favorability

*"CTV has **transformed TV into a measurable performance channel**. Partnering with Innovid gave us the tools to align creative with segmentation and move users from awareness to action in a single experience. We were able **to directly connect our media and creative strategies** to drive impact in all our key metrics."*

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Conclusion

By leveraging interactive and dynamic ad formats powered by advanced audience segmentation, the campaign significantly enhanced viewer engagement, doubled time spent with ads, and delivered substantial uplifts in key performance indicators, including purchase intent, brand trust, and brand favorability. This demonstrates the power of interactive CTV to collapse the traditional marketing funnel, driving both brand impact and measurable business results within a single, high-impact advertising experience.

CTV is no longer solely a brand awareness platform. With the right technology and creative strategy, it can be a powerful and measurable performance marketing channel capable of driving any business objective or result.