

Energizer's CTV Strategy Keeps Going, And Going, And Going...

Goal

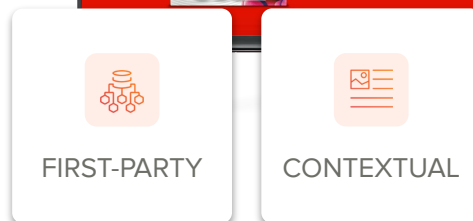
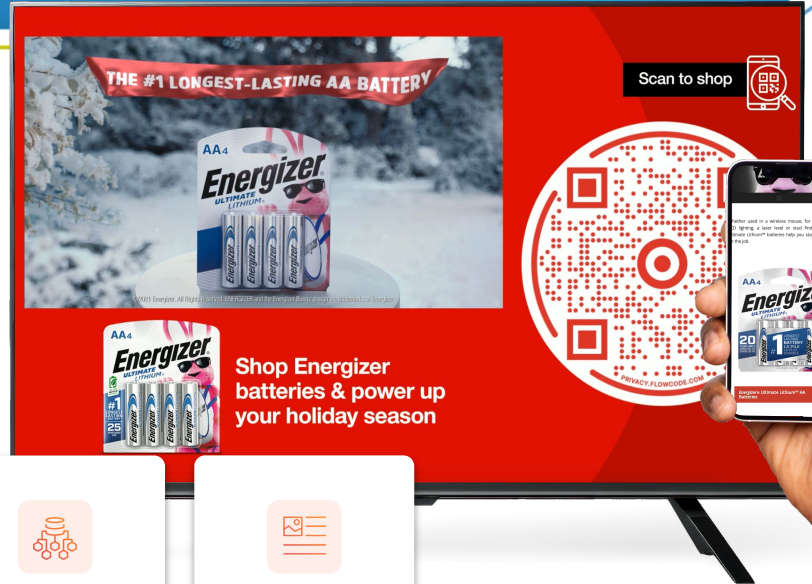
Energizer wanted to drive awareness and sales of its 10- and 24-size packs of AA batteries. The advertiser sought to include CTV as part of its larger omnichannel holiday campaign – inclusive of Pinterest and display media across Target onsite and premium publisher partners (Bullseye Marketplace) – to see how it could drive results.

Strategy

Relevant targeting was used, including:

- Contextual targeting across Target.com for toys, entertainment and electronics categories
- Brand and category search terms to reach the most relevant guests while they browse content on Target.com
- First-party targeting to reach past holiday electronics purchasers, browsers of household essentials category pages and Energizer purchases

For the CTV campaign portion, Energizer tested both shoppable and standard CTV formats. The shoppable version incorporated a QR code, powered by Innovid, while the standard version was the video without the QR code. The campaign reached shoppers who purchased Energizer at Target in the last 12 months.



Outcome

7%

Sales lift from omnichannel approach to the media mix

12x

Higher sales lift YoY from previous holiday campaign

18%

Higher ROAS than standard CTV format