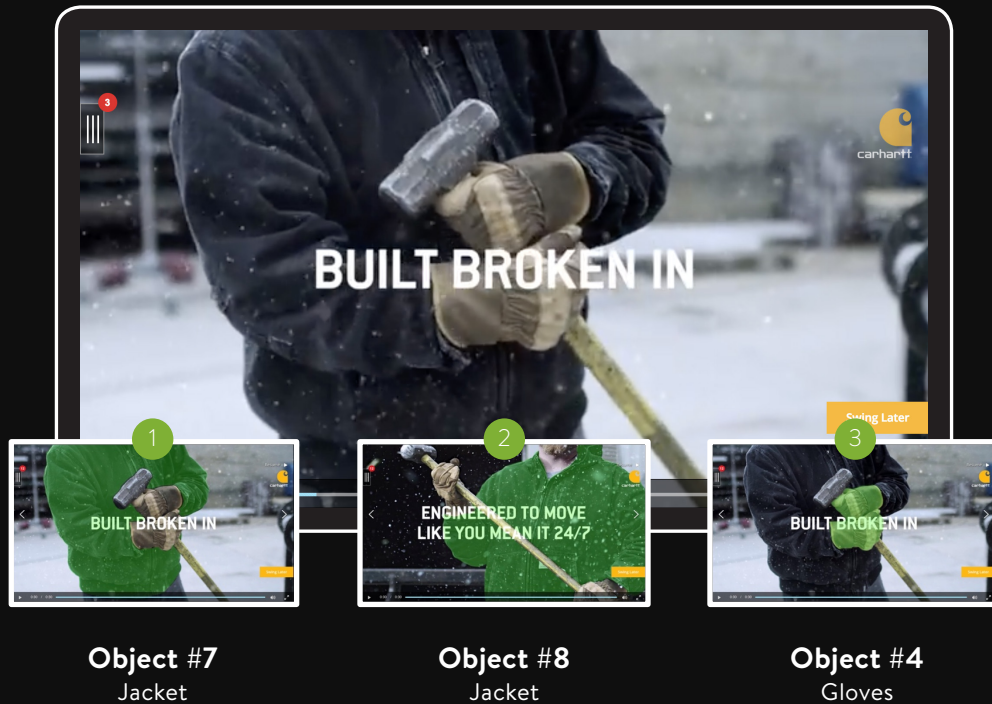


# CASE STUDY

Carhartt Full-Swing - MsaaS | Retail | 30s



## CLIENT GOALS

Brand Lift & Product Awareness

## THE APPROACH

- » Provide tags to client for delivery
- » Provide optimization support to client as needed

## THE RESULTS

Total Impressions	<b>3,179,643</b>
Interaction Rate	<b>7% (+53.8x)</b>
Total Activity Rate	<b>8%</b>
Clickthrough Rate	<b>2% (+15.4x)</b>
Avg. Time Spent (w/ Asset)	<b>62 sec (3.3x length)</b>
Avg. Time Spent (w/ Scene)	<b>57 sec (3x length)</b>

- » Exceeded ALL Benchmarks
- » Excellent Brand Engagement
- » Showed strong product interest

### Standard In-Stream Benchmarks (30 sec)

Interaction: 0.13% | CTR: 0.13% | Time Spent: 19 sec

Sources: eMarketer Video Ad Clickthrough Rates (CTR) by Ad Length North America Q1 2019, MOAT Time Spent Q2 2019

\* Results based on best performing line item. Campaign performance dependent on video quality & other creative details.