

# CASE STUDY

## OVER-THE-TOP (OTT) ADVERTISING

### Leading Housewares Company Tests Over-the-Top (OTT) on Amazon with Marketplace Strategy

#### What is OTT Advertising?

In Amazon Advertising, over-the-top (OTT) advertisements reach consumers in the form of TV commercials. Savvy brands can leverage Amazon DSP to run full-screen TV ads through FireTV.

OTT advertising allows brands to promote products through non-skippable video content. It's most effective when it reaches viewers that use a second screen (like a smartphone) while watching TV. In fact, 65% of second screen users research products in real-time when they see a commercial that interests them. Also, according to Adweek, more than 90% of people watch TV with another person. So, OTT advertising is a way to reach a broader audience with greater intent to make a purchase.

#### Why Did the Client Want to Test OTT Advertising?

A leader in housewares launched a line of coffee makers in 2018 and needed to drive more demand during Q4. Since the coffee machine category on Amazon is extremely competitive, the client worked with Marketplace Strategy to drive incremental awareness through OTT.

The client and MPS were already driving sales through Amazon Advertising and DSP. But, to focus more on awareness, we tested OTT to see what results could be achieved. Not only did the results exceed expectations, but the DSP platform's robust capabilities allowed us to target specific audiences and stay in front of competitors that aren't yet implementing OTT.

#### How Marketplace Strategy Made a Difference

The advertising team at MPS built and tested OTT campaigns for the client during December 2018 and January 2019 to create more awareness. First, it was important to reach audiences in-market for coffee makers and accessories. We also placed a focus on prospects that viewed competitor products, as well as those who didn't initially convert after viewing the client's items.

OTT allowed us to simultaneously generate demand with Amazon's proprietary data about shopping behavior, and re-engage shoppers. To capture even more scale, we expanded into broader lifestyle audiences to initiate further growth.

The OTT campaigns resulted in a notable increase in overall return on ad spend (ROAS). More importantly, however, New-to-Brand sales percentage reached 84%. This aligned with the client's goal for the program and proved implementing OTT campaigns was a successful strategy to drive awareness.

# 43%

Increase in Return on Ad Spend (ROAS)



# 84%

New-to-Brand sales percentage