



DRIVING PUBLIC HEALTH AWARENESS USING YOUTUBE ADS

Utilize Video Reach Campaign To Increase Vaccine Education And Ad Recall Among Key Demographics

SUCCESS STORY



Client's goal

Recognizing the challenge of driving vaccine awareness, the New Jersey Department of Health (NJDOH) launched a YouTube Video Reach Campaign to enhance public health education through CTV-optimized messaging.

The campaign aimed to maximize visibility and engagement among key demographics, including Hispanic communities, parents, and healthcare-conscious audiences, who were most receptive to long-form content. By leveraging CTV's non-skippable formats, the campaign delivered higher retention rates and stronger brand recall, creating a more immersive and uninterrupted advertising viewing experience.



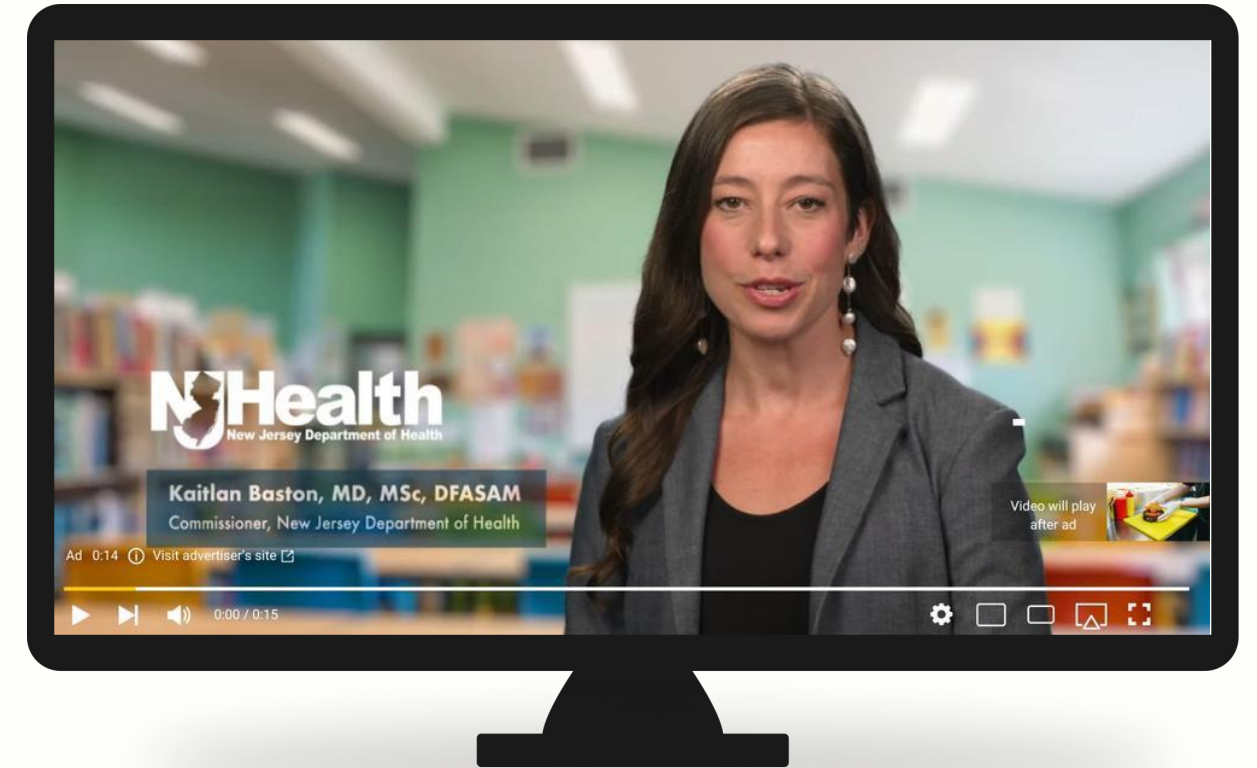
Campaign outcome

50% Overall Campaign Savings

Actual budget \$20,000 vs.
Guaranteed cost \$40,000

103% Over delivered Impressions

Actual Views 3,080,430 vs.
Guaranteed views 3,007,519



53%

Cost-Effective CPM
Efficiency

Outperformed guaranteed CPM, achieving campaign efficiency while maximizing reach and impressions.

75%

CTV Accounted for
the Majority of
Completed Views

Three in every four completed ad views were served on CTV, showcasing CTV as an impactful platform for ad retention.

47%

CTV Achieved the
Highest Video
Completion Rate

Leading all device screens, demonstrating CTV's effectiveness in maintaining audience engagement for campaign messaging.

Strike solutions

Optimization Guided by Lift Study Outcomes

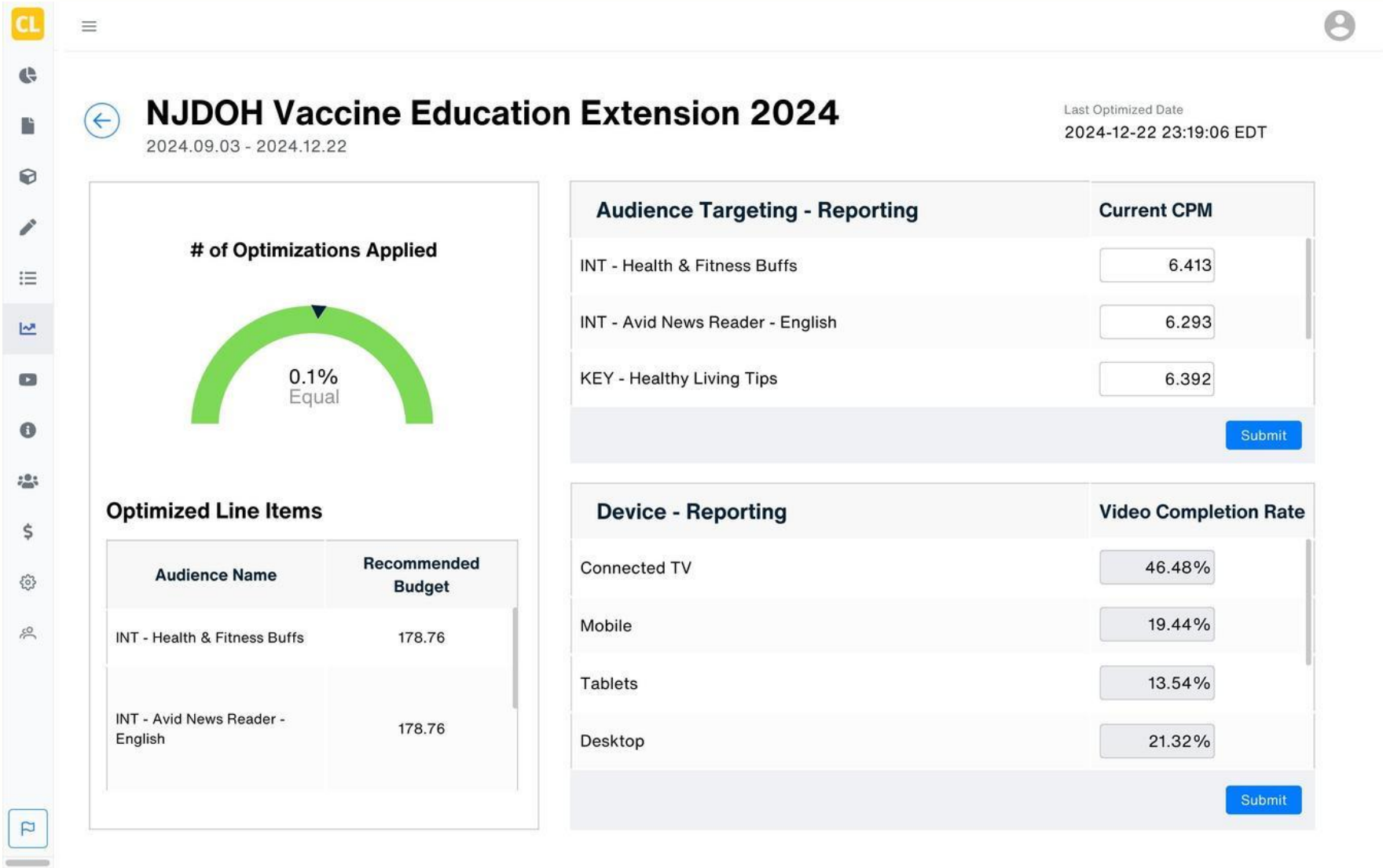
Brand Lift Study (BLS) assessed messaging effectiveness and audience retention. Results showed that CTV’s non-skippable, high-retention format led to a 16.75% ad recall lift, surpassing engagement levels on other screens.

Precision Targeting for Key Audiences

The campaign effectively reached the most relevant demographics. Spanish-language ads performed better when served to Spanish-speaking viewers. Delivering relevant video ads to the right viewer led to a 75.17% video completion rate on CTV and has improved message retention.

Localized Messaging for Sensitive Topic, Public Health

Utilizing geo-targeted strategies and audience segmentation, health awareness campaign efforts reached communities most at risk of hesitancy. This hyper-local approach delivered over 3 million impressions with 3% CPM efficiencies.





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