



CW: The Vampire Diaries Case Study

CW, America's 5th broadcast network and the only network targeting women 18 to 34, turned to YuMe to drive awareness and tune-in for the Fall premiere of The Vampire Diaries.

YUME SNAPSHOT

- Number of video sites: 500 +
- Number of monthly streams: 1 billion+
- Number of monthly unique viewers: 70 million+¹

AD UNITS

- Pre-roll, Mid-roll, Post-roll
- PowerRoll
- InSynch Video Takeover
- Interactive Overlay
- TickerBoy
- Branded Player
- AdTakes
- Triple Play

TARGETING & OPTIMIZATION

- Behavioral
- Remarketing
- Channel
- Content
- Daypart
- Device Type
- Demographic
- Geographic



Campaign Objectives:

- Increase awareness and drive tune-in to Fall premiere of The Vampire Diaries
- Achieve high click-through rate
- Reach women 18 to 34
- Premium, brand safe content

Results:

- Targeted to Lifestyle, Entertainment and Beauty & Fashion channels
- 1.6% click-through rate
- 60% video completion rate

“Targeting our **audience** with **minimal waste** for our campaigns is critical. YuMe not only provided the **premium video** content we desired at scale, but a **campaign ROI** that exceeded our expectations.”

- The CW Network

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1. Source: com Score Video Metrix, November 2009