

CW: The Vampire Diaries

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

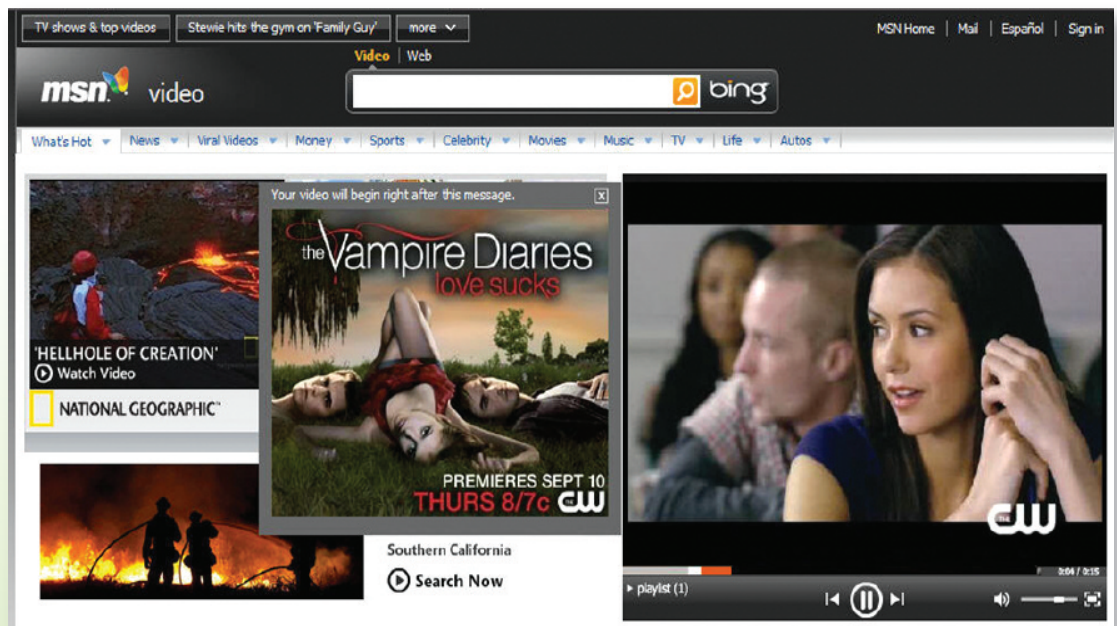
- Video publisher sites: 600+
- Monthly streams: 1.5 billion+
- Monthly unique viewers: 90 million+

AD UNITS

- Pre-roll
- PowerRoll
- InSynch Video Takeover
- Triple Play
- Lights Out
- SideKick
- Interactive Overlay
- Branded Player

TARGETING & OPTIMIZATION

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



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