



Summary

Bayer is a global pharmaceutical and life sciences company that provides products and services designed to benefit people and improve their quality of life. Today, maintaining and improving our health is more important than ever. In order to share this message, Bayer partnered with Ogury to reach potential consumers and drive brand awareness.

Ogury's unique, reliable mobile data, combined with its user-focused formats and delivery methods, enabled Bayer to identify and reach potential consumers. By allowing users to select their preferred ad, this campaign drove leading results for V2CR, memorability and recall.

Facts

80% Viewable Video Completion Rate (V2CR)*

84.8% Video Completion Rate (VCR)

95% Viewability

4.2% Click-Through-Rate (CTR)

*V2CR is used to measure "real" video ad performance with OMID-compliant inventory by multiplying VCR by viewability.

