



Summary

IBM, a world leading computer and technology company, wanted to create a mobile advertising campaign that promoted its IT solution for businesses, encouraging them to adapt to new working behaviors in the global pandemic. It created three video messages to support this, each reflecting a challenge caused by the health and economic crisis. As such, the company sought a mobile technology partner that would help it amplify these messages to its main audience groups : business leaders, IT decision makers and enterprise developers.

Partnering with Ogury, IBM was able to identify and reach its main buyer personas on mobile. Using Ogury's proprietary format, Video Chooser, it was able to create a positive brand experience and measure its video ad performance at a new and even more precise level.

Facts

82.5% V2CR

86.5% VCR

96% Viewability

Challenge

The COVID-19 pandemic was escalating in France, with businesses having to operate in constant disruption and a changing working environment. In light of this, IBM was looking for a mobile ad technology partner that would help it to create a video advertising campaign that would promote its IT solution to businesses that were in need of support during these difficult times. The company created three video messages that featured three key challenges faced in the health and economic crisis: improving productivity, discovering new medical treatments and managing clients' expectations.

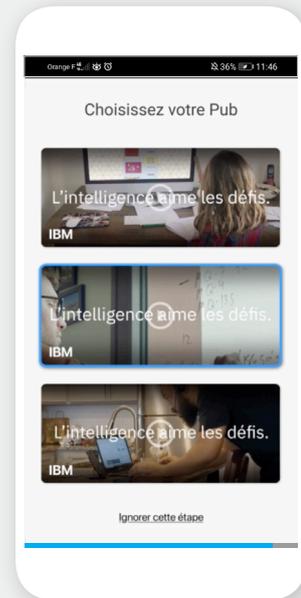
Additionally, the brand sought to go beyond traditional performance metrics (such as ad impressions and VCR), to achieve advanced KPIs that truly resonated with the campaign's objective: raising awareness.

Solution

Using mobile insights generated from over 400m consented user profiles, Ogury enabled IBM to reach its ideal audiences: business leaders, IT decision makers and enterprise developers. To maximize user engagement and create a positive brand experience, it used **Ogury Brand Exclusive Video Chooser**, a proprietary fullscreen video format that enables the user to choose which video ad they want to watch.

Ogury delivered the campaign on OMID-compliant inventory, which enabled accurate in-app viewability measurement. To provide a complete picture of the campaign's success, Ogury also measured a new and much more precise video ad performance KPI: Viewable Video Completion Rate, or **V2CR***.

*Viewability x Video Completion Rate



Video Chooser
Managed (CPV)

Results

By understanding the brand's ideal audiences and reaching them with an innovative mobile video ad format, Ogury enabled IBM to achieve 82.5% V2CR, far surpassing the benchmark of 67%. It scored 86.5% in VCR and 96% in viewability. The IAS also reported an average brand safety percentage of more than 99%, with less than 4% invalid traffic.

“Coupled with Ogury's ad technology and mobile insights, Video Chooser enabled us to reach our precise audience with an interactive and non-intrusive video ad. It allowed us to create a positive brand experience by giving our customers choice and control over which fullscreen video they wanted to watch.”

Delphine Guedj
Brand Amplification Leader, IBM France