

From views to visits.

A state tourism board ran the social video it already had as connected TV creative and measured brand lift against a control group.

+26.1%
Consideration

+24.5%
Brand preference

+22%
Aided awareness



The creative was already made. The only new cost was the media.

Five visitor segments, each served the social posts that already performed in feed.

OBJECTIVE

Hold visibility ahead of peak season

Maintain and grow visibility, capitalize on rising visitor spending and re-engage travelers as peak travel season approached.

STRATEGY

Existing social video, five segments

Unique social video content targeted to five distinct tourist segments, extended to CTV in the Social CTV format. Outdoor and adventure led the creative.

PERFORMANCE

Lift on every metric measured

Significant lift in consideration, especially among families, with high video completion and QR code engagement. Existing content meant real cost savings.

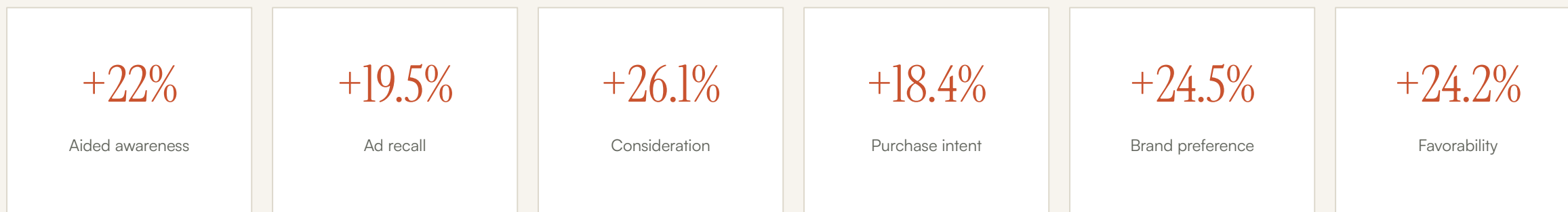
CREATIVE POWERED BY



No shoot, no offline edit, no cutdown. *The feed had already done the casting.*

Brand lift, read against a control group.

Third-party survey. Exposed households versus unexposed households on six branding metrics.



HOW IT WAS MEASURED

- Households split into exposed and control groups before the flight.
- Both groups answered the same short survey.
- The gap between the groups is the lift shown above.

HOW TO READ IT

Lift is a survey read, not a sales number. It tells you the ad moved opinion in the households that saw it; the media plan and the search and social match tell you what they did next.

SPACEBACK SOCIAL CTV CASE STUDY. LIFT MEASURED BY AN INDEPENDENT SURVEY PARTNER AGAINST AN UNEXPOSED CONTROL GROUP. CLIENT NAME WITHHELD. PAST RESULTS DO NOT GUARANTEE FUTURE PERFORMANCE.

Three moves, three weeks to air.

The same play works for any brand with a social library and a reason to be on television.

1

Creative

Your best social posts become 16:9 TV units with handle, caption and counts intact. Creative powered by Spaceback.

2

Targeting

Segments built from public social signal, third-party data and your own first-party lists, bought on premium CTV.

3

Attribution

Brand lift against a control group, plus search and social impact and post-view visits on every flight.



Send us three posts. We will tell you which one belongs on TV. *The posts are already paid for.*