

# Case Study



## Driving Performance with CTV

MediaMath partnered with TVSquared to measure the effectiveness of Balsam Brand's reach and messaging across publisher partners

- Balsam Brands, the world's leading retailer of artificial Christmas trees and holiday décor, wanted to leverage MediaMath's programmatic OTT and attribution solution, in partnership with TVSquared, to drive quality site traffic from shoppers looking to decorate their homes for the holidays and drive ROAS
- Throughout the programmatic CTV campaign, optimizations were made against high-performing publishers and devices to achieve higher ROAS
- Balsam Brands was able to drive a ROAS by 150% vs. the year prior, and achieved incremental unique reach over linear by 78%



3% overlap

78% of CTV reach was unique, tapping into a subset of users unreachable on linear



**4.7M**  
households reached



**35M**  
impressions



**131K**  
responses from CTV