Major Cable Series Tune-In Campaign

The production company of a long running hit series on a major cable network asked Audience Delivered how they could boost the viewership for the premiere episode of the new season via Facebook.

The premiere was just 5 days away, so the Audience Delivered team

had to act fast. AD immediately began targeting research & creative development and were ready to launch within 24 hours.

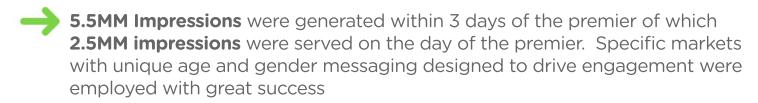
Despite the lack of time to optimize, with our previous experience with driving series Tune-In, we were able to develop a winning Facebook ad campaign with a high likelihood of meeting the client's expectations.

AD executes a unique strategy for broadcast clients that tackles DMA markets, utilizes advanced behavior targeting and accelerated optimization of multiple message variables to deliver higher engagement and viewership.









- The campaign generated **48K Facebook engagements** such as comment, shares, likes etc
- 73% of the video views were on mobile devices