

# Final Fore Media

## CASE STUDY: Testing Out the New CTV Kid on the Block

Loud & clear marketing solutions that drive your business

### AT A GLANCE

Connected TV (CTV) offered an untapped opportunity—and Final Fore Media helped client seize it. By launching a strategic test campaign with advanced analytics, we proved that smart innovation can drive meaningful, measurable growth.

### RESULTS

By strategically integrating Connected TV with digital retargeting and live performance analytics, we crafted a future-focused campaign that opened new doors for audience engagement. This bold move into emerging media delivered the client's highest-ever growth through modern channels.



### CHALLENGES

The client was heavily invested in traditional media but noticed diminishing returns. With consumer attention shifting to streaming platforms, they needed a way to test CTV without sacrificing performance or blowing the budget. Their goal: engage untapped audiences through new media while proving ROI quickly.

### SOLUTIONS

Final Fore Media designed a targeted CTV strategy, testing multiple platforms and formats to find the most responsive audiences. We paired these efforts with strong digital retargeting and campaign tracking. This created a feedback loop for continual refinement and impact.



CTV



Beta Testing



Digital

### BENEFITS

#### Early Adopter Advantage

1

By embracing CTV ahead of the curve, the client reached new, high-value audiences by stepping into the CTV space before their competitors.

#### Real-Time Optimization

2

Using live performance data, we continually refined placements, messaging, and budget allocation—maximizing every media dollar.

#### Seamless Channel Integration

3

CTV worked hand-in-hand with existing digital efforts, creating a multi-platform presence that amplified engagement.



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