INDUSTRIAL CASE STUDY

B2B Energy Company: **Always-On Video That Works**

Streaming TV and online video that keep a B2B brand top of mind, month after month.

OVERVIEW

Client
Energy company

Campaign length
Annual, always-on

Geography
City in the Southern U.S.

Monthly investment
$5,000

Products used
Streaming TV and Programmatic Video

OBJECTIVE

Build brand awareness and visibility among small business owners and B2B decision-makers.

99%
of Streaming TV viewers watched the full ad.

STRATEGY AND SOLUTIONS

To reach the client's ideal business audience, we combined **Streaming TV** and **Programmatic Video**, high-impact formats that deliver memorable content on large and small screens.

We've kept engagement strong month after month with **compelling creative** and **precise targeting**. High completion rates and steady conversions point to strong brand recall.

This always-on campaign keeps strengthening the brand's visibility in a competitive market, with measurable results every month.



RESULTS

99%
completion rate on large-screen Streaming TV

60%+
completion rate on small-screen video

400+
monthly conversions: homepage, Contact Us, and About Us visits

Selling to businesses? Streaming TV and video reach decision-makers at home, at work, and everywhere in between.

Results from a single advertiser; individual results vary.