

# Social video drives tune-in

**Facebook drives cost-effective video views. Drove tune-in to the closing episodes of major network's popular TV series.**

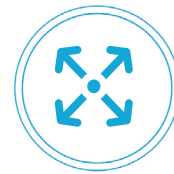
## Approach

Adaptly worked closely with the client's agency to build a campaign awareness strategy that leveraged Facebook scale's in order to reach and engage TV viewers.

- Maximize Facebook's reach capabilities with short bursts of high reach activity the day before and day of the episode.
- Test Facebook's Video Post to drive video views.
- Focus on the evening day-part and Mobile device to capture users at home watching TV, dual-screening.

## Results

- Facebook reached over 2M users on the day of the series' final episode.
- Over 38,000 video views were delivered, a testament that Facebook was the perfect platform for reaching qualified audiences at scale.



Unique reach  
2.1 million.



Average CPV  
£0.30.



Video views 38k.

## Key Takeaways

- Facebook is an effective channels for driving video views at scale.
- Facebook's Video Post is the most effective way to drive cost-efficient CPVs.
- Reach the right audience at the right time, with a strong targeting and combined day-parting strategy.

**Adaptly**