



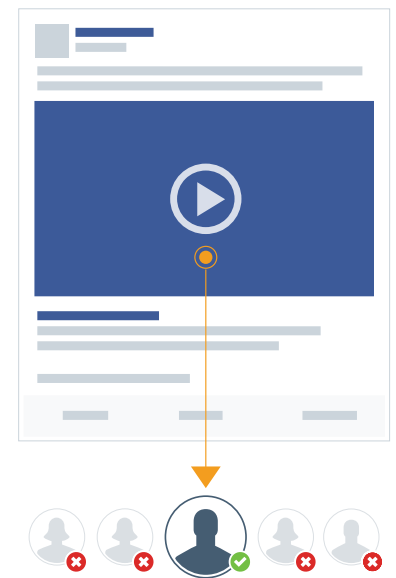
A Show Debut on Facebook!

Objective

A large media streaming service client was interested in promoting the debut of a new show available on its service. Instead of placing ads featuring a trailer in users' News Feeds, the client teamed up with AdParlor and the Facebook account team to make the entire 45-minute premiere available exclusively on Facebook.

Strategy

AdParlor used video retargeting to show the premiere specifically to users who had demonstrated interest in the show. We also layered Facebook interest targeting—using Likes of specific shows and the horror genre in general—to generate high-intent user segments over the seven-day campaign.



RESULTS



2 MILLION
TOTAL VIDEO
VIEWS



22%
ENGAGEMENT
RATE



25% VTR
VIEW-THROUGH
RATE



12,000 USERS
WATCHED ENTIRE EPISODE
WITHIN NEWS FEED