



Beauty Brand partnered with KERV to recruit and convert a net new user to their consumer base



1.37%

Clickthrough Rate

14.6s

AVG. Time Spent

3.37%

Interaction Rate

Benchmarks:

CTR: 03.5% | Time Spent: 10 sec

Results based on best performing line item. Campaign performance dependent on video quality & other creative details.

KERV's brand study found a positive increase in ad recall, keeping brand top of mind against all make-up brands

Beauty Brand ran a single product campaigns across the US and Canada *increasing awareness* to their brand while *optimizing* towards 1P KERV Interactor Audiences

+41%
Time Spent

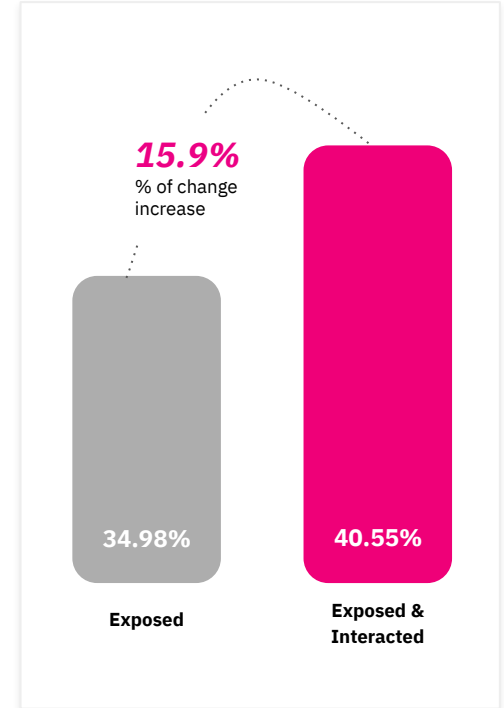
Consumers spent **41% more time in the KERV'd Element** asset than they would have in a Standard In-Stream experience.

+413%
Interaction Rate Increase
throughout campaign

KERV's campaign optimizations increased **Interaction Rate +413%**, effectively driving interaction amongst targeted demographic audiences

+95%
Clicks to Site
throughout campaign

KERV's interactive video **increased clicks to site by +95%**, effectively driving positive site engagement



Benchmarks: CTR: 03.5% | Time Spent: 10 sec

Results based on best performing line item. Campaign performance dependent on video quality & other creative details.