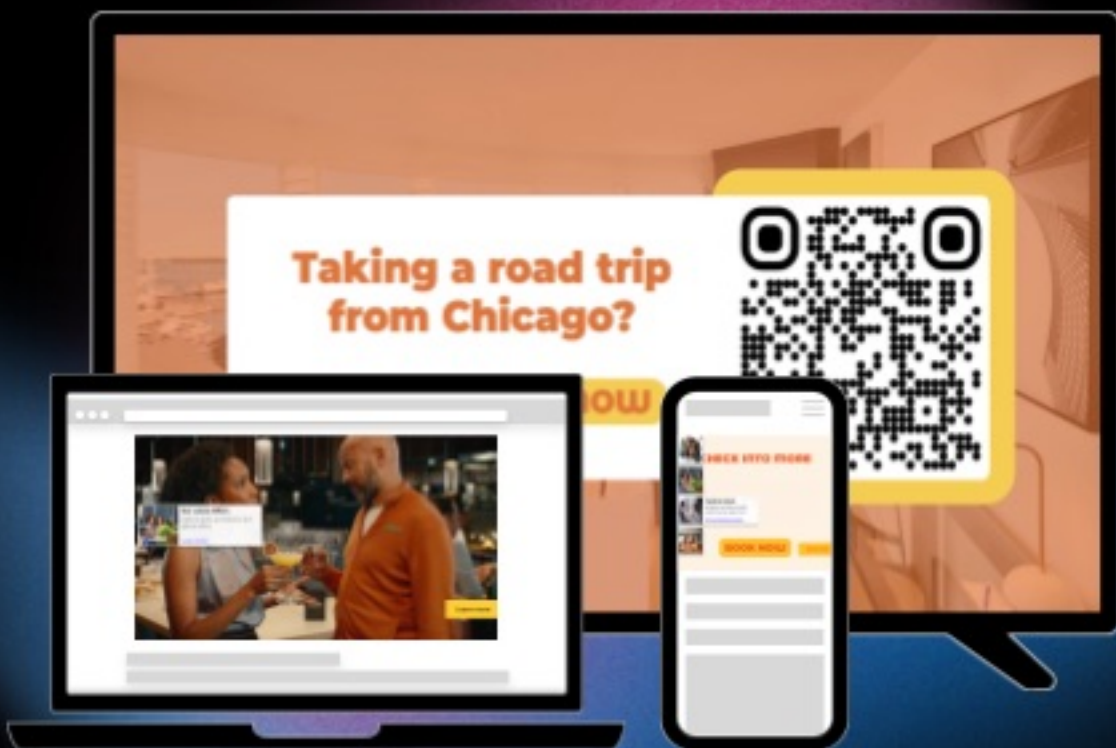



# KERV's 1P Targeting and Sequential Targeting Drove Full-Funnel Impact Across Devices for a Travel Brand

Across CTV, OLV, and display, the campaign drove meaningful brand lift while delivering strong engagement and CTR across devices, demonstrating clear full-funnel impact.



LUCID 

**+12%** Lift

Brand Awareness  
(Age 25–34)

**+8.0%** Lift

Brand Awareness  
(HHI \$50k–\$60k)

**8.83%**

Tile Display  
Interaction Rate

*4.4x higher than  
benchmark*

**0.54%**

OLV CTR  
*2x higher than  
benchmark*

**0.40%**

Display CTR  
*8x higher than  
benchmark*