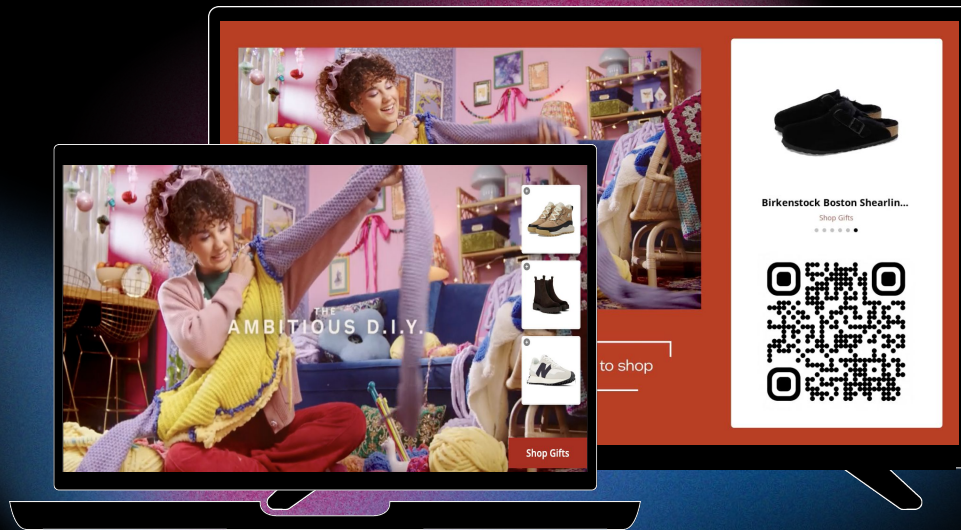




KERV Shoppable Video Drove Incremental Sales for a Leading Online Footwear & Apparel Retailer

To capture holiday shopping intent, KERV ran specialized shoppable video creative across CTV + OLV, targeting millennial women, apparel/fashion intenders, and higher-HHI online shoppers.

The results? The shoppable activation converted holiday intent into incremental sales, with verified site visits rising immediately starting the week the CTV/OLV campaign launched.



5.0x
iROAS
(nearly double that of other tactics)

Additional Performance Highlights

90%
VCR
(20% over benchmark)

1.6k+
CTR
(83% of visits from OLV placement)

0.23%
OLV CTR
(+15% over benchmark)

*Client Benchmarks: VCR: 70% | CTR: 0.196%