



KERV Helped a Major Entertainment Streaming Service Lower Subscription CPA with Sequential Retargeting

KERV partnered with a major entertainment streaming service on a sequential retargeting approach to improve subscription efficiency. Interactive OLV units captured intent signals and powered cross-device display retargeting aligned to engagement.

The results? During the optimized Oct–Nov period, weighted subscription CPA was \$15.61, ~39% lower than the 2025 YTD weighted baseline of \$25.40.



\$25.40

2025 Avg. CPA
YTD Weighted Baseline

\$15.61

Subscription CPA
Oct-Nov weighted avg.

~39%

Lower Subscription CPA
(Oct-Nov) vs. 2025 Avg.

*Optimized Period: Oct–Nov 2025. CPA = Advertiser Invoice ÷ Actions. Weighted Averages Shown vs 2025 YTD Baseline.