

95.99% VCR.
76% Intent to Act.
One Powerful Campaign.



INDUSTRY

Consumer Technology

CAMPAIGN TYPE

Brand Awareness

APP® SCIENCE AUDIENCE

Streaming Audience Aged 40+

THE CHALLENGE

The challenge presented to Sabio was to drive awareness and consideration for Epson EcoTank across key European markets (France, Germany, Italy, Poland, Spain and the UK). The target audience for this campaign were Parents aged 40+ and Deliberate Shoppers (those researching printers and tech enthusiasts).

THE SOLUTION

Sabio and Media Plus worked together on a strategy that combined CTV awareness with mobile retargeting, re-engaging exposed users within high-attention mobile environments using impactful banner formats to drive engaged audiences through to the website for more information.

The campaign was activated across AVOD and SVOD environments to reach streaming-heavy audiences, aged 40+ across the six markets. Multiple creatives and formats were used to showcase different product use cases, supported by interactive units to encourage deeper engagement.

Video Completion Rates, click through rates and visits to the site were monitored and optimized towards during the campaign to drive maximum engagement. In addition to this Sabio partnered with On Device to truly understand whether the campaign was able to shift the needle on increasing awareness, consideration and purchase intent.

THE RESULTS

CAMPAIGN PERFORMANCE

96%

Overall VCR averaged 95.99% vs the 90% benchmark. Netflix and Disney had the strongest VCRs of over 99.8%.

6%

Unprompted awareness for **Epson increased by 6% overall**, with Product Researchers seeing the **strongest uplift at 9%**.

79%

79% of audiences had a positive emotional response to Epson, rising to 91% among in-market printer shoppers.

1 IN 4

1 in 4 of the in-market target audience stated they would be extremely likely to buy an Epson printer

76%

76% of audiences intended to take action after exposure, including visiting, purchasing, or recommending Epson.

**READY TO DRIVE MEASURABLE
IMPACT WITH PRECISION AUDIENCES?**

Contact us to learn how Sabio can transform your CTV investment into verified, intelligence driven results.

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