

## RESULTS AT A GLANCE

17%

below target  
cost-per-acquisition

15%

increase in page views over  
previous campaigns

3X

increase in OTT budget  
year-over-year

## 01 Campaign Objectives

**The Y in Central Maryland**, a mission-driven, charitable organization, is dedicated to nurturing the potential of every individual through community programs that foster a healthy spirit, mind, and body. To bolster both their membership and recruitment efforts, they needed a highly effective way to reach targeted audiences in their communities. Their goal was not only to boost brand awareness but also to drive actionable results, such as generating leads and increasing membership form submissions.

In a rapidly evolving digital landscape, the Y sought to move beyond traditional advertising channels and embrace the growing popularity of streaming. With this shift, their marketing strategy aimed to meet people where they were already consuming content, all while maximizing the impact of their small but mighty team.

## 02 Solution

Recognizing that 40% of TV viewing is happening on streaming platforms, the Y turned to over-the-top (OTT) advertising as a key mid-funnel tactic to drive their campaigns. By partnering with tvScientific, the Y was able to leverage the platform's advanced targeting capabilities and user-friendly interface, making OTT advertising more accessible for their small, agile team.

The Y ran two distinct campaigns on tvScientific's platform — one focused on membership growth and another on recruitment. With access to **over 15,000 unique targeting segments**, the Y could connect with a wide range of audience profiles, reaching people based on their viewing habits, interests, and other preferences. This level of precision helped the Y deliver the right message to the right people, at the right time.

Finally, with tvScientific's proprietary automatic campaign optimization technology, the Y gained extensive insights into important performance metrics that allowed them to enhance their campaigns in real-time.



**“The aggregated inventory model of tvScientific is so powerful. In just one month, we spent 83% less and saw a 15% increase in page views primarily due to making one key change – buying programmatically through tvScientific rather than going direct to two individual streaming platforms.”**

Lindsay Crone, Senior Executive Director, Consumer Insights & Integrated Media Strategy, The Y in Central Maryland



## 03 Results

Through tvScientific's highly granular reporting, paired with superb client/agency collaboration, the Y gained valuable insights into their OTT advertising campaigns.

tvScientific was able to exceed the Y's expectations by delivering:

**17%**

Below their target Cost-per-acquisition (CPA)

**15%**

Increase in page views as compared to previous campaigns run directly through streaming providers

**3X**

increase in OTT budget year-over-year

For their recruitment campaign in particular, shifting to tvScientific's aggregated model and buying space programmatically proved to be a powerful investment. In the first month alone, they spent 83% less and saw a 15% increase in page views as compared to a previous campaign through two individual streaming providers.

While specific metrics were not disclosed, the team also saw an increase in lead volume for recruiting campaigns and a boost in form fills for memberships.

Given their success with the channel, the Y tripled their budget allocation for OTT in 2024 going from 7% of their media spend in 2023 to 21% in 2024. Their total media budget remained the same during that period. This strategic shift reflects their growing confidence in the channel's ability to deliver results, helping them fill their funnel from awareness to conversion.

