

PREMIUM INVENTORY BOOSTS INCREASED VIEWABILITY: DELIVERS IMPRESSIVE BRAND LIFT

LENOVO DRIVES BRAND AWARENESS DURING THE HOLIDAY SEASON

OVERVIEW

Lenovo, the world's number one PC manufacturer, launched a video advertising campaign to drive awareness for two new products: the Lenovo YOGA Tablet 2 and Lenovo YOGA 3 Pro.

Using TubeMogul's platform, Lenovo delivered video ads for the two products across desktop and mobile devices during the holiday season, targeted to tech-savvy 18-34 years olds.



LENOVO YOGA 3 PRO

New, innovative, watchband inspired hinge. The world's thinnest convertible laptop.



LENOVO YOGA TABLET 2

Built-in projector for a rich 'home theatre' experience. The very first laptop with a subwoofer.

EXECUTION 1-2-3

1. TubeMogul's creative team built **custom interactive overlays** to complement **Lenovo's creative**, which ran across desktop, mobile and tablet.
2. In an effort to drive viewability, TubeMogul ran **50% of the campaign budget through BrandAccess, TubeMogul's private inventory management tool**, to boost viewability rates.
3. In order to track brand metrics in real time, **Lenovo used BrandSights, TubeMogul's integrated survey tool**, to measure the increase in brand lift and determine how viewability played a role in advertising effectiveness.

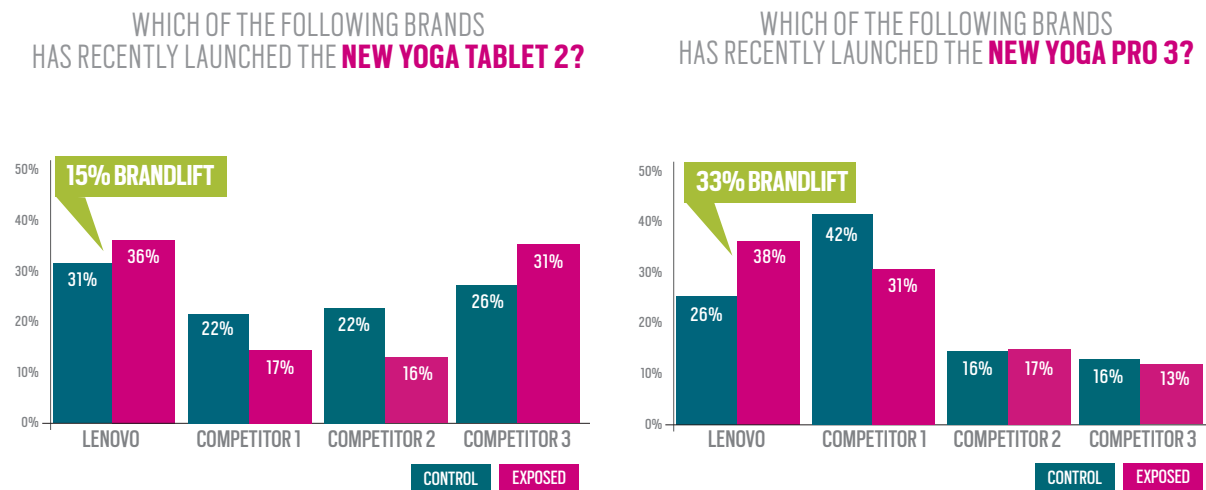
INCREASE VIEWABILITY WITH PREMIUM INVENTORY

Optimising the customised creative overlay towards more viewable impressions and utilising BrandAccess as a source for premium, highly viewable, inventory proved to be the most effective strategy at driving brand awareness for Lenovo's products.

As a result, TubeMogul was able to increase viewability rates from 20% to 28% for the Lenovo YOGA 3 Pro campaign and from 18% to 36% for the YOGA Tablet 2 campaign.

15%-33% BRANDLIFT

Through BrandSights, TubeMogul's integrated survey tool, Lenovo measured the brand impact of its digital campaigns and tracked performance in 'real time'. Both campaigns proved to be effective in achieving their branding goals: Brand awareness for the YOGA Tablet 2 increased 15%. However, the YOGA 3 Pro saw the strongest increase in awareness of 33% compared with those who did not see an ad.



KEY TAKEAWAYS

1 Using a fully integrated platform allows for more flexibility and real-time results enabling, brands to make data-driven decisions around key performance metrics.

2 Premium inventory drives higher viewability and increased brand lift when combined with dynamic creative units.

3 Integrated survey tools like BrandSights ensures real time measurement on brand impact and allows marketers to gain deeper insight into their consumers and the impact of their video advertising.

"By using TubeMogul, Lenovo was able to better target key markets and ensure our campaign delivered really strong ROI. TubeMogul's reporting was extremely transparent and easy to base rapid decisions from."

- Jayne Knobbs
EMEA Digital Marketing Manager,
Lenovo Technology UK Ltd