

AAP Case study

TV Show Increase tune-in



Promoting a TV event

A major cable network wanted to drive tune-in for a made-for-TV movie. They used video inventory on Amazon Advertising Platform (AAP) to achieve their goals.

On average, their campaign reached more than 700k targeted impressions per day during the campaign.

Main event campaign delivered 10m targeted impressions, and the average CPM was \$6.50-6.70

Cost per completed video view was

\$0.01

Campaign resulted in

65% video completion rate

CTR was 1.08%

>100k video views