



# How a leading telecom company drove awareness and engagement to its internet TV services with Outstream Video Smartads?

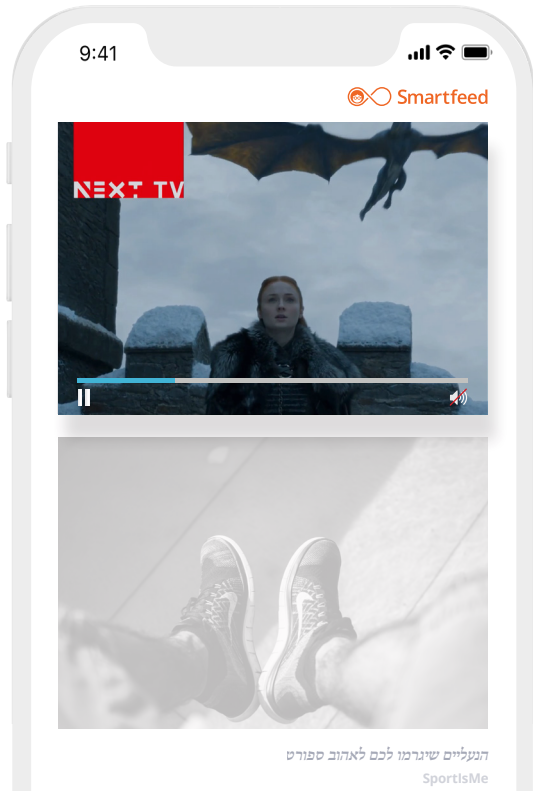
<p><b>Vertical</b></p> <p>Entertainment</p>	<p><b>Goal</b></p> <p>Awareness &amp; Engagement</p>
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## Challenge & Goals

HOT is an Israeli company that provides TV, internet, and telephone services. In order to raise awareness for its new internet TV offering, NEXT TV, HOT sought to promote short videos to reach an incremental qualified audience on top of the other channels it activated, namely Youtube. HOT measured the success of the campaign based on completion rate (awareness) and time spent on site (engagement).

## Solution

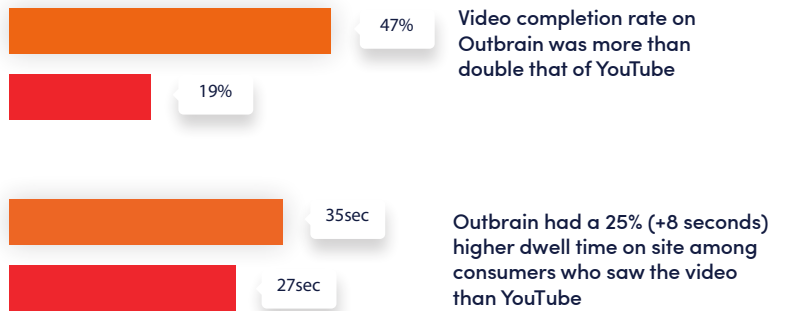
Outbrain's Outstream Video Smartads help brands maximise awareness by serving video ads at the moment of discovery in placements that are perfectly integrated into a feed. As non-intrusive format, Outstream Video Smartads run across the Open Web in premium environments, allowing brands like HOT to get exposure to incremental and quality audiences, as a part of their marketing mix along with TV and Social.



## Results

Outbrain's Outstream Video only starts playing when in-view and with sound off, ensuring less disruption and better attention. To increase engagement, HOT also leveraged Outbrain's unique data set and targeting features to make sure its video campaign was seen by the most valuable audiences. The combination of improving the user experience, effectively scaling, and leveraging technology allowed Outbrain to outperform YouTube on both awareness and engagement KPIs. In addition, CPCV (Cost Per Completed View) was 66% lower on Outbrain than it was on Youtube.

GRAPHS COMPARING OUTBRAIN (ORANGE) RESULTS TO YOUTUBE (RED)



Ready to launch your video campaign? Reach out to [info@outbrain.com](mailto:info@outbrain.com) or to your dedicated account manager.