

CASE STUDY

International Airline Utilizes Premium OTT Inventory to Drive Brand Awareness and Get Travelers in Seats

Objective

A leading U.S. airline set its sights on soaring brand awareness and driving ticket sales—all while keeping cost per acquisition firmly in check. To position itself as the go-to choice for top-tier travel experiences, the airline zeroed in on premium OTT/CTV inventory, aligning its brand with only the highest-quality content. With a sharp focus on frequent flyers in two key regions where conversions had proven tough, they needed more than just impressions—they needed a partner who could deliver full-funnel execution across multiple KPIs, transparent performance insights, and accountable, end-to-end activation.



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Optimizing towards multiple KPIs gives the airline **full-funnel campaign success.**

Solution

By partnering with Digital Remedy, the airline was able to tap into premium, direct partnerships with today's most popular streaming publishers, including **Hulu, Sling, and Paramount** just to name a few.

A **brand lift** study was executed in order to understand and optimize towards consumer sentiment. Digital Remedy was able to establish trust with its award-winning white-glove service, helping the client to understand the activation solutions implemented and how each would help them to reach their goals.

Transparent communications around optimizations strategies, along with **sophisticated measurement** and **insights** using the Digital Remedy Platform, the airline was able to see how their campaign was performing throughout each step of the flight. By providing a unified view of performance, Digital Remedy was able to correlate performance across upper and lower funnel KPIs, exceeding brand lift, VCR, and CPA expectations.

Results

8%

Lift in brand
consideration

99%

VCR

\$100M

Attributed
revenue

