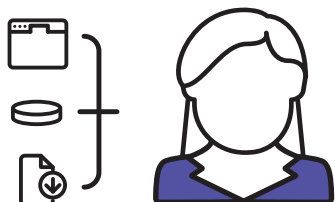


# Case Study: OneView™ for performance

**The Objective:** Blackwood Seven, the media agency for a major online retailer wanted to invest across CTV, digital video and digital display to drive conversions and needed to prove ROI.

## The Solution:

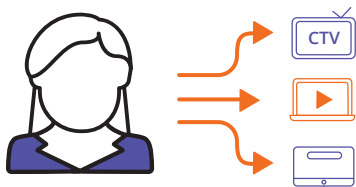


Using OneView™, Blackwood Seven was able to:

Easily ingest CRM data as seed audience



Create multiple lookalike audiences for testing



Activate holistically across CTV, video & display, controlling exposure at user level



Analyze augmented responder profiles for insight on customer attributes

## The Results:

**\$136**

Average order value

**15,432**

Orders attributed

**702%**

ROI

**+300%**

conversion lift including banner ads