

# casestudy

## HULU ACQUIRES NEW SUBSCRIBERS WITH VUPULSE NATIVE AD PLATFORM BASED ON SAC MODEL



### GOALS

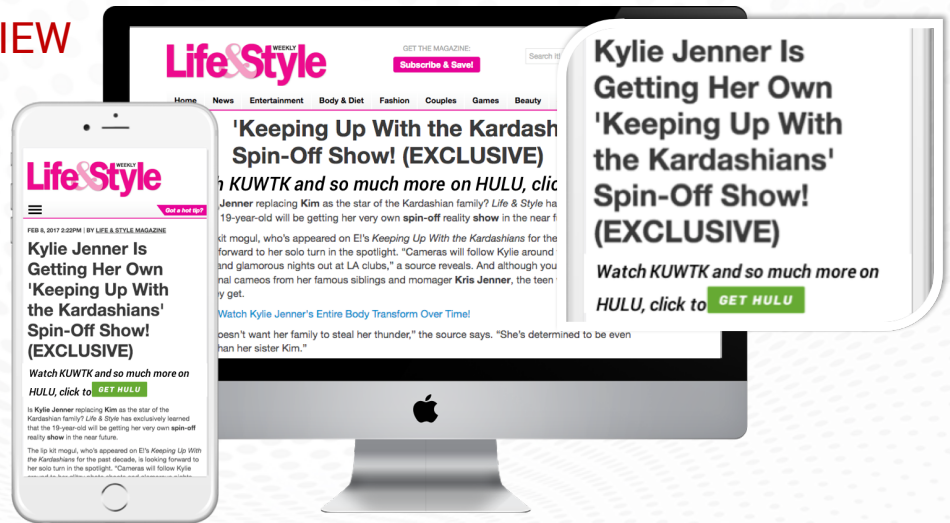
- Reach millions of potential viewers reading articles about shows on the service
- Increase awareness of content available on Hulu.
- Create a seamless path from articles to potential viewers' preferred consumption destinations

### STRATEGY

- Identify relevant premium entertainment publishers in our ad network
- Analyze and identify thousands of brand-specific articles
- Insert in-article brand native ads in articles about the brand
- Transform articles into direct-response opportunities seamlessly providing a direct link to Hulu's sign-up page.

### CAMPAIGN OVERVIEW

VuPulse delivered a true contextual in-article native advertising experience at scale. We inserted thousands of native ads within article text about the brand, seamlessly matching the look and feel of each publication on desktop and mobile and instantly providing a direct link to all the ways to watch the show.



### RESULTS

1. Higher engagement rates for brands
2. Non-interruptive experience for consumers.
3. Matching brand contextual ad to article about the brand
4. Delivered new subscribers based on aggressive subscriber acquisition cost goals versus CPM plan

SAC

Met Aggressive Target

97.5%

Viewability

64MM

Article Matches