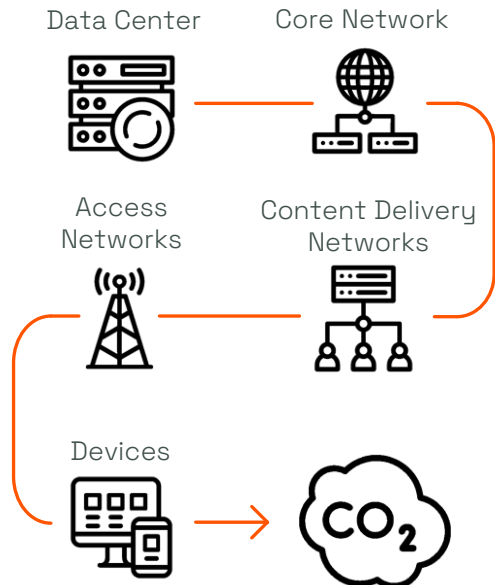


# SEENTHIS MINIMIZE EMISSIONS BY REDUCING DATA WASTE - DATA THAT IS NEVER CONSUMED

## Data is energy

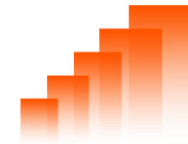
When data is transferred, each part of the Internet supply chain requires energy to operate, driving up carbon emissions.

## Internet supply chain



## Minimize emissions

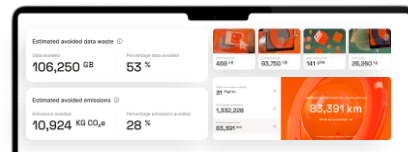
SeenThis is **optimising creatives** without compromising quality, and **optimising delivery** for data that is actually consumed. Minimizing data waste, and its related emissions.



## Maximize performance

Bad ads are also waste. With **lightning-fast load times**, **optimized for user conditions**, in **crystal-clear quality**, we ensure your ads leave the right impression, every time. Maximizing performance while minimizing emissions, effectively optimizing the **carbon cost** of your business outcomes.

## SeenThis is a future proofed partner, supporting you on your sustainability journey



SeenThis reports on emissions from creative delivery for all campaigns.



**AD NET ZERO**  
ALL FOR NONE

SeenThis is uniting to drive industry alignment and impact.



**fastly**

SeenThis has set up a unique and responsible infrastructure.



SeenThis reports on corporate emissions and will be net-zero by 2040.

**SEENTHIS**

# WINNER OF THE IAB MIXX AWARD BEST ADVERTISING TECHNOLOGY!

Vattenfall and OMD increased campaign performance whilst lowering carbon emissions from creative delivery with SeenThis.

## Performance

**-27%**

lower cost SeenThis video in banner versus social & YouTube

**+236%**

improved ROI versus social and YouTube channels

## Sustainability

**34 ton**

avoided CO<sub>2</sub>e emissions resulting in 19 ton from creative delivery<sup>1</sup>

Equivalent to

**84 flights**

Stockholm to London



VATTENFALL



Click here to experience the campaign at its best

**Case study:** OMD, Vattenfall and SeenThis have a long-lasting relationship and wanted to conduct a case study to evaluate performance uplifts versus social channels including YouTube in combination with sustainability measurements from creative delivery.

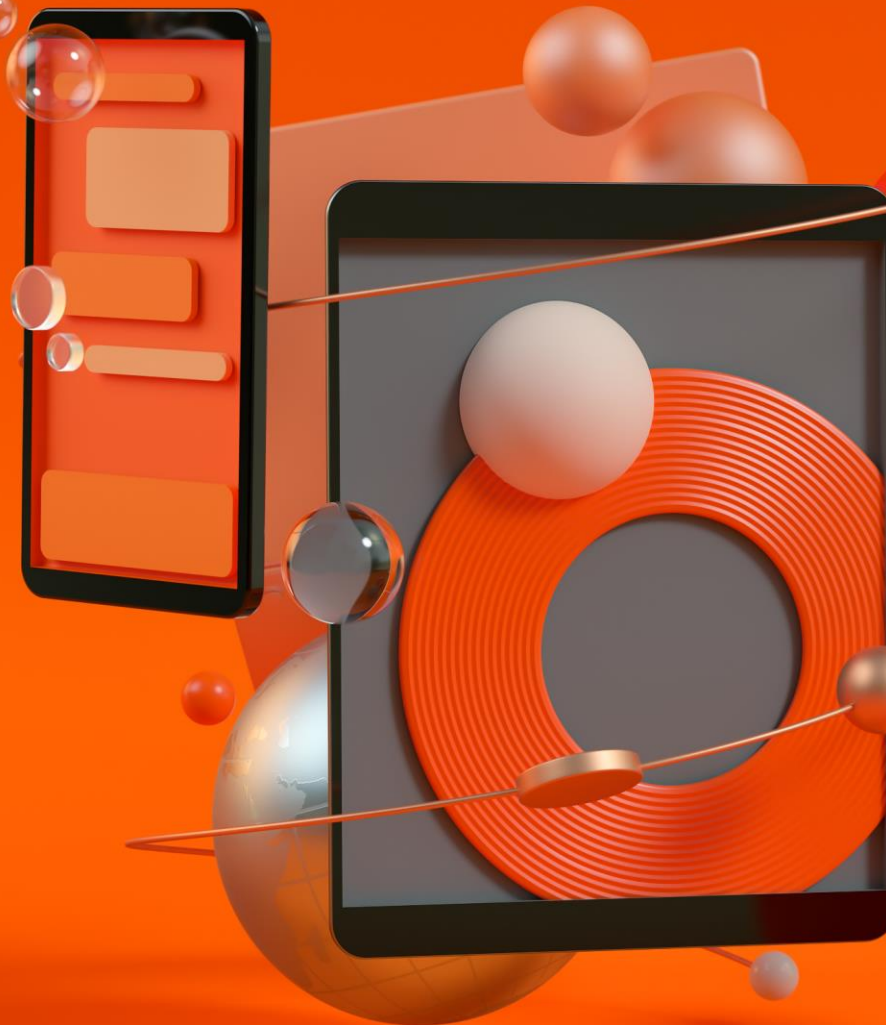
**Company background:** Vattenfall is a European energy company with 21,000 employees and roots dating back to 1909. In 2023, Vattenfall had 14.4 million customers and 20bn SEK of underlying operating profit. Vattenfall is headquartered in Stockholm, Sweden.

# SEEN THIS

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CASE STUDIES

May 2023



SEEN  
THIS





# SUSTAINABILITY

CASE STUDIES

SEEN  
THIS

# SEEN THIS

Coca-Cola

## CASE STUDY

→ **Coca-Cola** is an American multinational corporation founded in 1892 with presence across the globe with its 82,500 employees in 2022. In 2022 Coca-Cola had annual revenue of \$43bn. Coca-Cola is listed on the NYSE stock exchange.

# COCA-COLA MINIMIZED EMISSIONS FROM DIGITAL ADVERTISING

**Background:** Coca-Cola together with WPP OpenX Media LatAm (WPP's global bespoke media unit for Coca-Cola) wanted to use SeenThis technology in order to stream their video campaigns as display banners in multiple markets.

## Highlighted notable metrics:

Estimated data saving:

**25%<sup>1</sup>**

Lower data transfers

Equivalent to:

**5 tons**

CO<sub>2</sub>e emissions avoidance

**“At Coca-Cola, sustainability is an important factor in our digital advertising decisions. SeenThis not only enables us to deliver a beautiful streaming experience to our audience, but their technology also provides an opportunity for us to reduce the CO<sub>2</sub> output of our digital campaigns. We look forward to our continued relationship with OpenX Media LatAm and SeenThis as we move forward with our sustainability goals.”**

- **Rodrigo Gayón**  
Real Time Amplification Manager, Coca-Cola Mexico

## Example of campaign previews

[Coca-Cola Christmas](#) [Coke - Christmas](#)

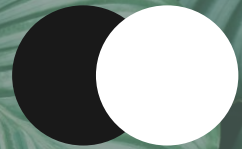
To view campaign preview click on the text

### Notes on calculations & assumptions:

1. Based on 23.5 million video ad impressions and using [SeenThis emissions calculator](#). Conventional codec 264, mp4 progressive download, display. SeenThis adaptive streaming technology uses lower data transfer on ad campaigns compared to sending a video of corresponding quality using conventional technology. Learn more about SeenThis methodology and Carbon Footprint measurement [here](#).



# SEEN THIS



mastercard  
CASE STUDY

→ **Mastercard Inc.** founded in 1966 is one of the largest payment-processing corporations worldwide with 24,000 employees in 2021. Mastercard offers a range of financial services across the globe and had \$18.9bn in net revenue during 2021. Mastercard is headquartered in New York, USA.

## MASTERCARD CUT 7.3% IN DIGITAL ADVERTISING EMISSIONS

**Background:** Mastercard wanted to use SeenThis technology in order to stream their video ads. Together with SeenThis Mastercard ran 6 different creatives and estimated the Co2 and data savings.

### Highlighted notable metrics:

#### Estimated data saving:

**786** GB saved      **24.4%** Data saving

#### Estimated Co2 saving:

**236** Kg Co2 reduction      **7.3%<sup>1</sup>** Co2 reduction

### Corresponding Co2 emissions:

*Either or, not both collectively*



1,900 km is equal to 1,180 miles. Learn more about SeenThis methodology and carbon footprint measurement [here](#).

### Example of campaign previews

[Mastercard – Priceless Planet Coalition](#)

To view campaign preview click on the text

#### Notes on calculations & assumptions:

1. Assuming 1 GB <-> 1 kg CO2. Streaming Impact on the data value chain up to 30%. To read more about the assumptions, visit our [White Paper](#)
2. Typical HDPE bag found in the supermarket in US/UK, taking into consideration water waste, non-renewable energy consumption, solid waste, landfills. High estimation - 30% impact on the value chain. [Source](#).
3. On average, a passenger car in Europe that drives 8.2 km emits 1kg CO2 [Source](#).

# SEEN THIS



## CASE STUDY

→ **Storebrand** is a Nordic leader within pension, savings, insurance and banking products to individuals, businesses and public enterprises. Storebrand is headquartered in Oslo, Norway and has roughly 2,000 employees. In 2021 Storebrand had NOK 1,097 billion asset under management and group profit of NOK 4,503 million.

# STOREBRAND CUT 10% IN DIGITAL ADVERTISING EMISSIONS

**Background:** Storebrand wanted to use SeenThis technology in order to stream their video ads. Together with SeenThis Storebrand ran an A/B test on 11 creatives<sup>1</sup> to measure Co2 and data savings.

## Highlighted notable metrics:

Estimated data saving:

**6,147**  
GB saved

**33%**<sup>1</sup>  
Data saving

Estimated Co2 saving:

**1,844**  
Kg Co2 reduction

**10%**<sup>2</sup>  
Co2 reduction

**“SeenThis provides a big step forward in making advertising accountable. Not only is their methodology fully transparent, but the solution provides a way to calculate and report on emission savings. Storebrand welcomes this kind of initiatives fully.”**

- Jon André Sæther  
Head of Media, Storebrand

## Example of campaign previews

[Storebrand - Bedrift](#) [Storebrand - Superleder](#)

To view campaign preview click on the text

### Notes on calculations & assumptions:

1. Versus traditional video ad serving technology. SeenThis measurement test with 11 creatives and 19.6 million impressions

2. Assuming 1 GB <-> 1 kg CO2. Streaming Impact on the data value chain up to 30%. To read more about the assumptions, visit our [White Paper](#)



# SEEN THIS

## IKANO Bostad

CASE STUDY

→ **Ikano Bostad** is a Swedish property owner and housing developer founded in 2005 and part of the Ikano Group. Ikano Bostad has 402 employees and revenue of 3.8bn SEK in 2022.

# IKANO BOSTAD REDUCED CO2 EMISSIONS BY ~2% WITH SEENTHIS

**Background:** Ikano Bostad used SeenThis adaptive streaming solution in order to stream their display ads. Through SeenThis Ikano Bostad was able to lower the amount of data transferred hence lowering their digital advertising emissions.

## Key metrics from case study:

Lower Co2 emissions<sup>1</sup>

~2%

Less data transferred<sup>2</sup>

6%

## Format & benchmark:

**Format:** Standard Format  
**Ad type:** Static Display

**Image weight:** 39-56kb

**Compared baseline:**  
Traditional downloading  
technology

### Notes on calculations & assumptions:

1. Versus traditional video ad serving technology. Assumes up to 30% of CO2 emissions can be affected by data transfer technologies. Streaming impact on the data value chain up to 30%. To read more about the assumptions, visit our [White Paper](#). Assumes 1kg CO2e / GB data transferred, Assuming avg. ad weight 50kb

2. Average data savings across all formats with impression count > 500



# SEEN THIS



TREASURY  
WINE ESTATES

CASE STUDY

→ **Treasury Wine Estates (TWE)** is an Australian global winemaking and distribution company. Treasury Wine Estates employs 2,500 employees and is headquartered in Melbourne, Australia. TWE is listed on the Australian Securities Exchange.

## TREASURY WINE ESTATES REDUCED THEIR CO2 EMISSIONS BY ~7%

**Background:** Treasury Wine Estates wanted to use SeenThis solution in order to stream their image ads. By using SeenThis adaptive streaming it is estimated that Treasury Wine Estates could save ~355 kg in lower Co2 emissions annually<sup>3</sup>.

### Key metrics from case study:

Lower Co2 emissions<sup>1</sup> ~7%

Less data transferred<sup>2</sup> 24%

### Format & benchmark:

**Format:** Standard Format and high impact format

**Ad type:** Static Display

**Image weight:** 45-554kb

**Compared baseline:** Traditional downloading technology

### Example of campaign previews

Treasury Wine Estates – Lindeman's

To view campaign preview click on the text

#### Notes on calculations & assumptions:

1. Versus traditional video ad serving technology. Assumes up to 30% of CO2 emissions can be affected by data transfer technologies. Streaming impact on the data value chain up to 30%. To read more about the assumptions, visit our [White Paper](#)

2. Average data savings across all formats with impression count > 500

3. Assumes 1kg CO2e / GB data transferred, Assuming avg. ad weight 200kb

# SEEN THIS

WPP Open X

CASE STUDY

→ WPP OpenX is a global bespoke media unit for Coca-Cola who executes Coca Cola's new integrated agency model, managing end-to-end creative, media, data and marketing technology across Coca-Cola's entire portfolio.

## WPP OPENX MINIMIZED EMISSIONS FROM DIGITAL ADS WITH SEENTHIS

**Background:** WPP OpenX wanted to run video campaigns as display banners on behalf of their client, Coca-Cola and used SeenThis technology in order to do so.

### Highlighted notable metrics:

Estimated data saving:

**25%<sup>1</sup>**

Lower data transfers

Equivalent to:

**5 tons**

CO<sub>2</sub>e emissions avoidance

“SeenThis streaming provides a unique combination that not only creates a better user experience but also improves outcomes for brands, and empowers them in their sustainability efforts. We are really impressed with the results. Their offering is an innovative complement to our omnichannel media decarbonization work and well aligned to our reduction first strategy.”

- Florencia Formica  
Head of Performance LATAM at OpenX Media

### Example of campaign previews

[Coca-Cola Christmas](#) [Coke - Christmas](#)

To view campaign preview click on the text

#### Notes on calculations & assumptions:

1. Based on 23.5 million video ad impressions and using [SeenThis emissions calculator](#). Conventional codec 264, mp4 progressive download, display. SeenThis adaptive streaming technology uses lower data transfer on ad campaigns compared to sending a video of corresponding quality using conventional technology. Learn more about SeenThis methodology and Carbon Footprint measurement [here](#).



# SEEN THIS

## REMA 1000

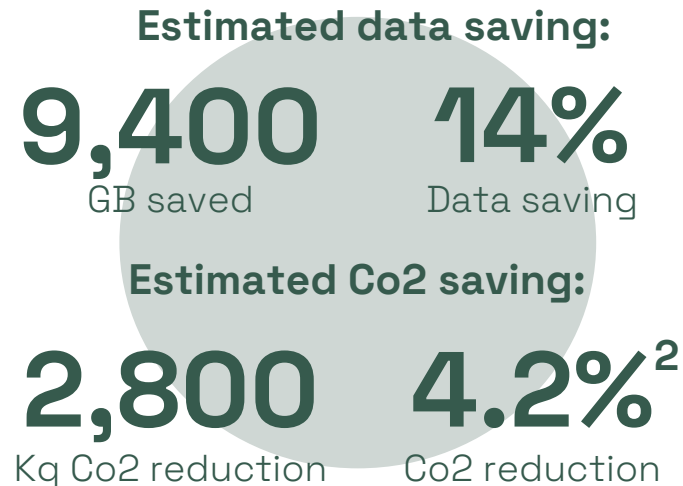
CASE STUDY

→ **Rema 1000** is a Norwegian discount grocery chain with operations in Norway as well as Denmark. Rema 1000 opened its first store in 1979 and is since 2001 owned by the conglomerate Reitan Group.

# REMA 1000 CUT 4.2% CO2 IN THEIR DIGITAL ADVERTISING EMISSIONS

**Background:** Rema 1000 wanted to use SeenThis solution in order to stream animated ads. Together with SeenThis Rema 1000 ran an A/B test on 5 creatives<sup>1</sup> to measure Co2 & data savings. The animations were between 6 to 11 seconds long.

### Key metrics from case study:



### Corresponding Co2 emissions:

*Either or, not both collectively*



23,000km is equal to 14,291 miles. Learn more about SeenThis methodology and carbon footprint measurement [here](#)

#### Notes on calculations & assumptions:

1. SeenThis measurement test with 5 creatives and total impressions of 54,2m.
2. Versus traditional video ad serving technology. Assuming 1 GB <-> 1 kg CO2. Streaming Impact on the data value chain up to 30%. To read more about the assumptions, visit our [White Paper](#)
3. Typical HDPE bag found in the supermarket in US/UK, taking into consideration water waste, non-renewable energy consumption, solid waste, landfills. High estimation - 30% impact on the value chain. [Source](#)
4. In 2019 emissions for the average new passenger car in Europe was 122.3 gr CO2 / km. In 2019 the average European passenger car drove 11 300 km / year. [Source](#)

### Example of campaign previews

[Rema 1000 – SP6 June 2022](#)

To view campaign preview click on the text



# Performance & Branding

CASE STUDIES

SEEΠ  
THIS



# SEEN THIS

## Display vs. social

### CASE STUDY

→ **Description** the case study was a joint collaboration between Schibsted Norway, OMD, Orkla, SeenThis and Annalect to measure attention differences. The study compared video-in banner ads using SeenThis technology at Schibsted outlets versus the same creatives on Facebook without SeenThis technology. The study was conducted in Norway and had 2,000 respondents.

# 30% HIGHER ATTENTION ON DISPLAY ADS VERSUS SOCIAL ADS

**Background:** the study compared video-in banner ads using SeenThis technology on Schibsted news outlets in Norway versus the exact same campaign and creative on Facebook but without SeenThis streaming technology.

## Highlighted key metrics from case study:

For video-in banner ads it is **30%** more **likely** that a person exposed for Schibsted ads remember to **have seen the ad** compared to Facebook ads.

### Notes:

The analysis have been performed in two rounds with multiple logistic regression models. OMD and Annalect coordinated campaigns and tests to be geographically aligned. 2 000 respondents were asked per campaign, split by 1 000 respondents for Schibsted and Facebook respectively. 6 000 and 10 000 has been surveyed in 2022 and 2021/2020

“At Orkla, we are keen to test and learn how we communicate most effectively with a wide audience target group. Collaboration with various media actors provides valuable insight. Case studies like this is important to understand how Orkla can optimize the media placements.”

- Thea Helmen Groth  
Head of Media & Communication, Orkla Norway

## Example of campaign previews

[Orkla - Toro](#) [Orkla - Stabburet](#)

To view campaign preview click on the text

# SEEN THIS



## CASE STUDY

→ **HSBC** was established in 1865 and today comprises of a global business serving around 39 million customers across the globe. HSBC customers ranges from individual savers and investors to large corporations and governments. As of 2022 HSBC employed 219,199 employees globally. HSBC has a primary share listing on the UK's London Stock Exchange.

# HSBC REDUCED CPC BY 47% WHEN USING SEENTHIS TECHNOLOGY

**Background:** HSBC together with PHD Hong Kong engaged SeenThis to run streamed video in display campaigns and saw significant uplifts versus their benchmark results.

**Highlighted key metrics from case study:**

Compared to HSBC's benchmarks,

**CTR** increased by **23%**,  
and **CPC** reduced by **47%**.

**CPM was 95% lower than planned, combining to deliver 967% more clicks than planned.**

**Example of campaign previews**

[HSBC - PayMe CNY](#)

To view campaign preview click on the text



# SEEN THIS



## CASE STUDY

→ **Mazda** is a Japanese car manufacturer founded in 1920 and headquartered in Hiroshima, Japan. Mazda employs 48,750 employees worldwide and had net sales of ¥ 3,120 billion in 2022. Mazda is listed on the Tokyo Stock Exchange.

# MAZDA INCREASED OVERALL BRAND UPLIFT BY 8%

**Background:** Hitta.se together with Mazda ran a brand uplift study while utilizing SeenThis technology in order to stream video ads in display banners. The study saw significant uplift versus benchmark data.

## Highlighted key metrics from case study:

*Result uplift versus benchmark data*

**+2.6%** consideration

**+3.7%** Preference

**+1.7%** Action intent

The brand uplift study considered four parameters; awareness, consideration, preference and action intent and measured the results versus benchmark results.

## Example of campaign previews

[Mazda & Hitta.se Sweden](#)

To view campaign preview click on the text

# SEEN THIS



mastercard

CASE STUDY

→ **Mastercard Inc.** founded in 1966 is one of the largest payment-processing corporation worldwide with 24,000 employees in 2021. Mastercard offers a range of financial services across the globe and had \$18.9bn in net revenue during 2021. Mastercard is headquartered in New York, USA.

## MASTERCARD ACHIEVED A CTR OF 1.1% BY STREAMING VIDEO ADS

**Background:** Adverty together with SeenThis and Yazle launched ground breaking media-first-in-play video campaign as well as display in-game campaigns for Mastercard.

Highlighted key metrics from case study:

Campaign background:

**CTR** **1.1%**

**Viewability** **81%**

**Avg. time in-view per unique user** **51.2 sec**

**Video completion rate** **67%**

With the combination of both display and video assets, Mastercard unlocked the most innovative way of digital advertising and attracted users without interrupting their gameplay experience.

# SEEN THIS

## DIAGEO

### CASE STUDY

→ **Diageo** plc is a multinational alcoholic beverage company, with its headquarters in London, United Kingdom. It operates from 132 sites around the world. Diageo brand portfolio contains brands such as Johnnie Walker, Guinness and Smirnoff. Diageo is listed on the London Stock Exchange.

# DIAGEO ACHIEVED 120% HIGHER IMPRESSIONS THAN PLANNED

**Background:** Diageo wanted to increase reach and awareness for their latest relaunch of Talisker 25 and 30, but the use of normal programmatic display ads did not provide the required reach and opted to test SeenThis' streamed ads.

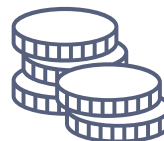
### Highlighted key metrics from case study:



**+ 62%**  
Reach



**+ 90%**  
CTR



**- 56%**  
CPM

“Now we can not only achieve great results for Diageo when working with SeenThis, but also be sustainable while doing so.”

- **Gaviota Rajendhiran**  
Diageo Planner, PHD Singapore

### Example of campaign previews

[Talisker 25](#) [By the sea](#)

To view campaign preview click on the text



# SEEN THIS

Bremykt®

CASE STUDY

→ **Bremykt** is a market leading FMCG brand in Norway producing butter and related products. Bremykt is marketed by Fjordland AS (Norwegian food manufacturer) and produced by TINE (largest Norwegian dairy product cooperative consisting of around 15,000 farmers and 5,600 employees).

## BREMYKT INCREASED CTR WITH 34% BY USING SEENTHIS TECHNOLOGY

**Background:** Bremykt engaged SeenThis for a DCO branding campaign, with CTR as a secondary KPI. Two different videos were tested and compared to static ads.

Highlighted key metrics from case study:

The **CTR** for SeenThis ads was  
**9%** higher on one creative and  
**34%** higher on the other  
compared to **static  
banners.**

**Bremykt  
compared  
SeenThis vs.  
static ads**

Example of campaign previews

[Bremykt - flytande](#)

To view campaign preview click on the text

# SEEN THIS



## CASE STUDY

→ **Médecins Sans Frontières (MSF)** or commonly referred to as Doctors Without Borders is a humanitarian medical NGO known for its projects in conflict zones and in countries affected by endemic diseases. MSF was founded in 1971 and currently operate in +72 countries and territories.

# DOCTORS WITHOUT BORDERS SAW 160% UPLIFT IN LEADS GENERATED

**Background:** Christmas is the most important time of the year to advertise for Médecins Sans Frontières (MSF). However, with static ads MSF were unable to convey the message and concept they had developed and therefore opted to try SeenThis solution.

**Highlighted key metrics from case study:**

**160%** uplift  
In leads generated  
compared to static  
banners.

SeenThis technology enabled MSF to use their message and concept developed.

**Example of campaign previews**

[MSF - gâvobevis](#) [Save life's](#)

To view campaign preview click on the text

# SEEN THIS



## CASE STUDY

→ **Dulux** part of AkzoNobel Group (which is active in 150 countries with 32,000 employees) is the UK's leading paint brand with roots dating back to 1919.

# DULUX VIDEO ADS USING SEENTHIS OUTPERFORMED STATIC BANNERS

**Background:** Dulux used SeenThis to improve display performance compared to regular banners. Their creative agency produced video ads that were adapted for specific display formats and SeenThis enabled them to be streamed into display units.

## Highlighted key metrics from case study:

Lower  
post-click CPA  
Vs. static banners

**-20%**

CTR  
Achieved

**0.28%**

The ads using  
SeenThis technology  
outperformed all  
other display  
creatives served.

- Quantcast  
Dulux partner

## Example of campaign previews

[Like the sea](#) [Blue like the sea](#)

To view campaign preview click on the text



# SEEN THIS

GARMIN™

CASE STUDY

→ **Garmin Marine** part of Garmin is a technology company focusing on supplying wireless devices as well as navigation products. Garmin Marine develops products such as sonars, chart plotters and boat ratios. Garmin was established in 1989 and is listed on the New York Stock Exchange.

## GARMIN MARINE REPURPOSED VIDEO ASSETS FROM TV TO DISPLAY ADS

**Background:** Garmin Marine wanted to use high-impact formats for their high-quality video ads, to convey a better feeling about the brand and the products.

Highlighted key metrics from case study:

CTR 3.0%

24.2 SEC  
Average view time

Leveraging video assets for TV, SeenThis repurposed them to work beautifully in display ad spaces.

Example of campaign previews

[Cruising GPS](#) [Havsfiske GPS](#)

To view campaign preview click on the text

# SEEN THIS

Klarna.

CASE STUDY

→ Klarna is a global payments solution provider with more than 150 million active customers in 45 markets and works across 450,000+ merchants. Klarna was founded in 2005 in Stockholm, Sweden and has 5,000 employees.

## KLARNA REDUCED ECPCV BY 50% BY USING SEENTHIS TECHNOLOGY

**Background:** Klarna wanted to deliver cost-effective video ads, without compromising on the quality or user experience.

Highlighted key metrics from case study:

eCPCV

By using SeenThis, Klarna was able to achieve a cost per one thousand complete views\* of 11 USD, whereas Pre-Rolls had 23 USD and Social 160 USD.



-50%

eCPCV

By using SeenThis' technology, Klarna was able to display HD quality video ads on high impact surfaces.

Example of campaign previews  
[Smooth payments](#) [Buyer protection](#)

To view campaign preview click on the text

*\*Note: 10 seconds in-screen was determined a complete view*

# SEEN THIS



CASE STUDY

→ **KLP** or Kommunal Landspensjonskasse is Norway's largest life-insurance company. KLP provides pensions, finance and insurance services to municipalities, county authorities and businesses. KLP has 1,000 employees and was formed in 1949.

## KLP COMPARED STATIC BANNERS VS. SEENTHIS VIDEO

**Background:** KLP, a Norwegian pension fund, ran an A/B test for DCO ads, to test static banners versus SeenThis video ads.

Highlighted key metrics from case study:

**FORMAT 1: +80% CTR**  
Video Vs. static ads

**FORMAT 2: +35% CTR**  
Video & static Vs. static ads

Campaign background:

The campaigns ran two formats, one had a full video and the other had a video in combination with a static surface.

**Example of campaign previews**  
[KLP - Mountain](#) [KLP - Vestlandet](#)

To view campaign preview click on the text



# SEEN THIS

## LAD BIBLE

### CASE STUDY

→ **LADbible** part of LADbible Group founded in 2012 has grown to become one of the biggest social publishers in the world. LADbible reaches 69 million monthly users across its five websites. In 2021 LADbible Group had £54.5 million in revenue and had 388 employees.

# LADBIBLE LAUNCHED MEDIA-BUYING ALTERNATIVE FOR ONLINE VIDEOS

**Background:** LADbible faced a challenge where advertisers had become increasingly frustrated at the lack of transparency, complexity, and high cost when buying digital advertising.

## Outcome of product:

The product, named “LADx”, offers brands **100% completed views** at a guaranteed **£0.02 cost per completed view (CPCV)** for video ads up to 10 seconds in length. LADbible Group estimates this pricing is **40-60% cheaper** than similar ad units elsewhere, and the use of SeenThis’ streaming technology is what enables these substantial cost reductions.



## Results of product:

LADbible Group has been able to offer a market-leading advertising product, at a lower cost to their clients, while increasing revenue by improving the eCPM of their display ad units by a significant double-digit increase.



## Product development:

**By using SeenThis’ adaptive video-streaming technology, LADbible was able to launch a fully transparent media-buying alternative for online video ads, where brands pay only for completed views, at a fixed price.**

## Example of campaign previews

[Jimmy Carr - download](#) [Native to youth](#)

To view campaign preview click on the text

# SEEN THIS



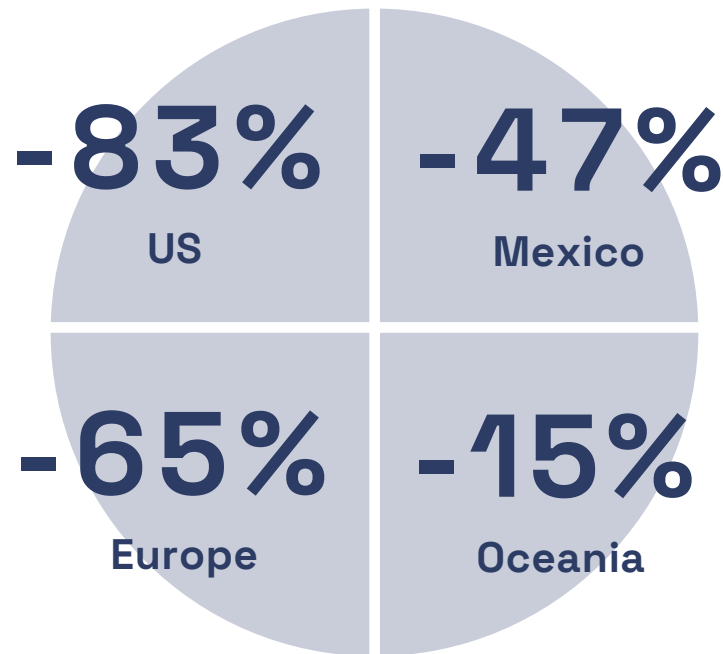
CASE STUDY

→ **LATAM** Airlines Group S.A. with 29,000 employees headquartered in Chile is considered the largest airline company in Latin America. LATAM Airlines operates 137 destinations and had 40.2 million passengers in 2021. LATAM Airlines are traded on the Santiago Stock Exchange.

## LATAM AIRLINES REDUCES COST PER USER UP TO 83% WITH SEENTHIS

**Background:** After positive initial campaigns across key markets in Latin America, LATAM decided to extend the partnership and stream its global campaigns across all continents, delivering excellent results.

LATAM dramatically reduced Cost Per User (CPU) across key markets:



“We are really excited to partner with SeenThis and are committed to expanding our collaboration in 2023. We will continue to optimize our media spending towards more sustainable options, and at the same time improve ROI and performance. That is truly amazing.”

- Manuel Breve  
Marketing Technology Team Lead, LATAM Airlines

Example of campaign previews

[Black Friday](#) [Boxing day](#) [Cyber](#)

To view campaign preview click on the text

# SEEN THIS



## CASE STUDY

→ **Nissan** is a Japanese car manufacturer headquartered in Yokohama, Japan with 134,111 number of employees and a consolidated net sales of ¥ 8.42 trillion in 2021. Nissan has production in 15 markets and sold 3.88 million units in 2021. Nissan is listed on the Tokyo Stock Exchange.

## NISSAN INCREASED AVERAGE VIEW TIME BY 49%

**Background:** By using Video Stream from SeenThis, Nissan was able to use engaging high-quality videos for their display execution for the first time, instead of static HTML banners. SeenThis' creative team repurposed Nissan's existing TVCs to work beautifully in different display formats.

Highlighted key metrics from case study:

**-20% CPA**

**+49%**  
**Average view time**

The Video Stream ads outperformed static banners, both in creating awareness and driving conversion. Thanks to this significant improvement, Nissan and SeenThis are now working together across multiple European markets.

Example of campaign previews  
[Nissan Qashqai](#) [Nissan ProPILOT](#)  
To view campaign preview click on the text

# SEEN THIS



PERODUA

CASE STUDY

→ **Perodua** Is the largest car manufacturer in Malaysia and employs 11,500 employees. Founded in 1993 Perodua primarily produces passenger cars and during 2022 Perodua sold 282,019 units.

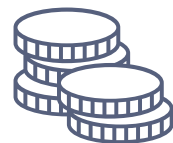
## PERODUA – A MALAYSIA CAR BRAND INCREASED CTR BY 126%

**Background:** Dentsu worked with SeenThis to launch Perodua’s first ever streamed ads ensuring maximum quality creative and instant ad loads, while reducing video CPM costs.

Highlighted key metrics from case study:



**+126%**  
CTR



**-47%**  
CPC

### Campaign info

The Pre-Teaser Hires campaign ran on our hybrid banners which features a static and video portion to increase engagement while hosting a clear copy and CTA button to drive leads.

Example of campaign previews

[D27A - Technology](#) [D27A - Comfort](#)

To view campaign preview click on the text



# SEEN THIS



SKODA

CASE STUDY

→ Skoda was founded in 1895 and became a part of the Volkswagen Group (with 120 production sites and 672,800 employees worldwide) in 1994. In 2021 Skoda had € 17.7 billion in sales and sold 784 thousand vehicles.

## PHD AND SKODA SAW SIGNIFICANT UPLIFTS UTILIZING SEENTHIS TECH

**Background:** PHD wanted to include parts of Skoda's configurator into the banner and approached SeenThis to make it happen.

### Highlighted key case study KPIs:

**92%**

Of users who interacted with the banner completed the full configuration on site which is the main KPI for Skoda.

Lower **CPA** on completed configurations

**-42%**

**+60%**

Higher **CTR** than static

Uplift in completed configurations compared to a regular campaign with static banners

**+180%**

Adding Skodas' configurator into the banner is a great way to shorten the conversion path to a completed configuration on the website since the user's choice will be predefined when entering the website.

### Example of campaign previews

[Skoda Enyaq](#) [Enyaq VIB](#)

To view campaign preview click on the text

# SEEN THIS



## CASE STUDY

→ **Tiger Beer** is part of the global Heineken Group (which has 82,000 employees and more than 300 brands). Tiger Beer was first produced in 1932 in Singapore and today is the number one international premium beer in Asia. Tiger Beer is available in more than 50 markets globally.

# TIGER BEER INCREASED SALES WITH 15% DURING CAMPAIGN PERIOD

**Background:** Tiger Beer wanted to switch from static and animated banners to streamed video in display and therefore opted to try SeenThis to get instant loading ads.

## Highlighted key metrics from case study:



**+283%**  
CTR



**-68%**  
CPC



**-9%**  
CPM

# 15%

**Increase in sales during campaign period.**

## Example of campaign previews

[Globally Acclaimed](#) [Crystal Cold](#)

To view campaign preview click on the text