

Pre-Roll Advertising

Greater Wilmington Convention & Visitors Bureau

Video pre-roll advertising uses movement and sound to reach your audience on brand enhancing websites.

RESULTS

- Impressions: 1,157,308
- Completions: 696,503
- Completion Rate: 60.18%
- Clicks: 2,197
- Click Through Rate: .19%

Objective

The Greater Wilmington (Delaware) Convention and Visitor's Bureau needed to promote their annual Craft Beer Festival to people outside of their market.



Solutions

They partnered with DBC Interactive to execute a multi-media campaign that included targeted display, geofencing and pre-roll advertising.

