

SCALING GAMING REACH BEYOND IDS

Major Electronics & Gaming Retailer efficiently and effectively scales non-addressable spend to gaming audience across US and UK.

OBJECTIVE

A major electronics and gaming retailer sought to build awareness across the US, UK, DE, FR, and AU by efficiently scaling video reach among high-value gaming audiences.

ACTIVATION STRATEGY

To scale high-value gaming reach beyond the limits of addressable IDs, the campaign activated **Companion Audiences** across the US, UK, DE, FR, and AU.

Companion Audiences extended the retailer's proven Gaming Marketplace audience into similar non-ID environments, unlocking incremental scale across inventory traditional cookie-based targeting may miss.

By incorporating engagement and brand lift respondent signals throughout the flight, the model refined delivery over time, helping improve VCR, optimize CPCV, and drive efficient video performance at scale.

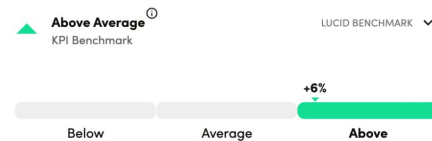
RESULTS

88% VCR

US Companion Audience

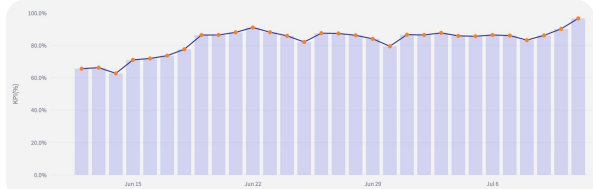
\$0.004 CPCV

US Companion Audience



KPI performance is **above average**, based off of 7099 Brand Awareness questions from all completed Lucid campaigns.

CAMPAIGN ACHIEVED BRAND LIFT GOALS



VCR TRENDED UP THROUGHOUT CAMPAIGNS AS MODEL INCORPORATED BRAND LIFTED USERS

KEY INSIGHT

Companion Audiences helped turn non-addressable inventory into an efficient growth channel, with the US Companion segment delivering stronger VCR and CPCV efficiency than the benchmark deal.