

Industry: Travel



Premier Inn
Rest easy



Check-in to Premier Inn's success story: cost-effective video reach with Quantcast's CTV and pre-roll ads

Challenge

Premier Inn wanted to promote their 'Rest Easy' campaign efficiently with an always-on video strategy, ensuring their video ads weren't limited solely to either CTV or online video environments.

Solution

Leveraging Quantcast's unique real-time measurement insights, Matterkind created profiles of audiences intending to travel, to connect with them across both channels.

Results

They reached this audience with a 50/50 budget split, enabling high completion rates and reach, whilst maintaining a competitive blended CPM.

Key results

39% Lower blended CPM vs. goal

89% Blended VTR 11% above goal

62% Better reach than planned in 2022