

# ALFY Network Case Study – Disney Canada

## Campaign

Disney – The Princess and the Frog

## Objective

Drive awareness and traffic for theatrical movie release

## Strategy

- Utilize high engagement ads to drive awareness
- Concentrate placements where targeted demos are highest
- Optimize to ensure success metrics & maximize ROI



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## Campaign

Disney – The Princess and the Frog

## Execution

- Combine multiple ad units on same page to drive additional awareness
- Placed on home page and game pages where targeted demos are concentrated

## Optimization

- Tracked daily performance by ad unit by placement and by website
- Proactively moved inventory to best performing placements

