

ALFY Network Case Study –

Kellogg's

Campaign

Apple Jacks

Strategy

- Drive brand awareness and engagement for Apple Jacks cereal
- Utilize high impact placements
- Optimize placements

Execution/Optimization

- Heavy use of Pointroll expandable rich media to drive brand awareness and engagement
- Drive traffic to Apple Jacks website with Pre-roll videos
- Tracked daily performance by ad unit by placement and moved inventory to best performing placements



CTR = 9.25 %

