

ALFY Network Case Study –

Disney

Campaign

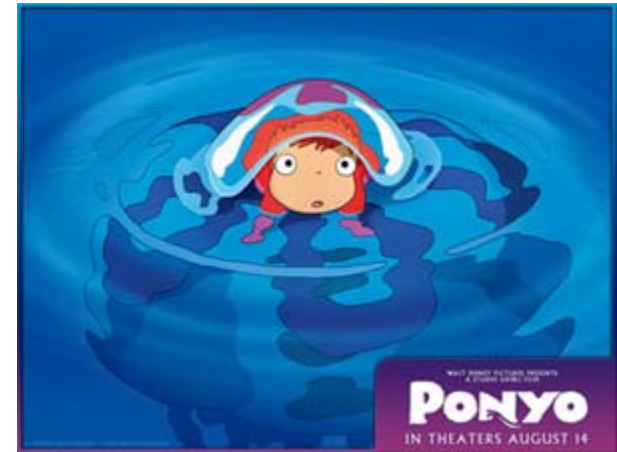
Ponyo

Objective

- Drive awareness and traffic for upcoming Disney Ponyo DVD release

Strategy/Execution

- Drive traffic to Ponyo website with high CTR placements such as pre-rolls and roadblocks/interstitials
- Optimize to ensure success metrics and ROI
- Campaign significantly exceeded client expectations with over 6% CTR



CTR = 6.19 %

