



OTT/CTV Case Study

AFFORDABLE, HIGHLY-TARGETED, UNSKIPABLE COMMERCIALS

For more information on how
OTT/CTV can drive new leads and
leases for your apartment community,
please visit:

www.apartmentgeofencing.com



What is OTT/CTV?



Over The Top (OTT) means we no longer have to go through major cable companies to purchase expensive TV campaigns.

Connected TV (CTV) are devices that we can target and track like any other device with pinpoint accuracy and conversion metrics.

[Click here to watch a short](#)



[explainer video](#)

HOW ARE RESULTS TRACKED?

Using cross-device matching, based on Wi-Fi and IP Address, we can group all the devices together in an apartment. Laptops, mobile phones, tablets, connected TVs - all become one and trackable.

We'll know what happens after someone watches your commercial. We can track conversions in the form of website visitor or walk-in metrics.



Featured below are four property types in various markets and their performance over a three-month period.

Results by Community

	Luxury, High-Rise, Urban (Baltimore, MD)	Luxury, Mixed-Use, Mid-Rise, Urban (Washington, DC)	Luxury, High-Rise, Urban (Pittsburgh, PA)	Student, Urban (Multiple Locations, Midwest)
Commercial Views	3,552	8,741	5,355	5,328
Complete Rate Mute	99%	99%	98%	99%
Rate Pause Rate Cost	0.11%	0.48%	0.09%	0.28%
Per 1000 Views Total	0.37%	0.62%	0.13%	0.31%
Cost Walk Ins	\$47.26	\$47.15	\$44.07	\$38.97
Website Conversions	\$272.82	\$681.54	\$429.52	\$207.23
Cost Per Acquisition	13	7	22	4
	15	3	4	2
(Combined)	\$9.74	\$68.15	\$16.52	\$34.54

Results by Channel

	Commercial Views	Walk Ins	Website Conversions
Pluto	7,297	6	1
Samsung TV	3,619	5	2
Vizio	2,099	2	0
Discovery	880	2	0
Kitchen Flix (ROKU)	404	2	2
HGTV	340	0	1
Drama TV (ROKU)	308	0	3
Newsy	287	0	2
Travel Channel	246	1	0
Sling	77	2	2

What kind of video is needed?

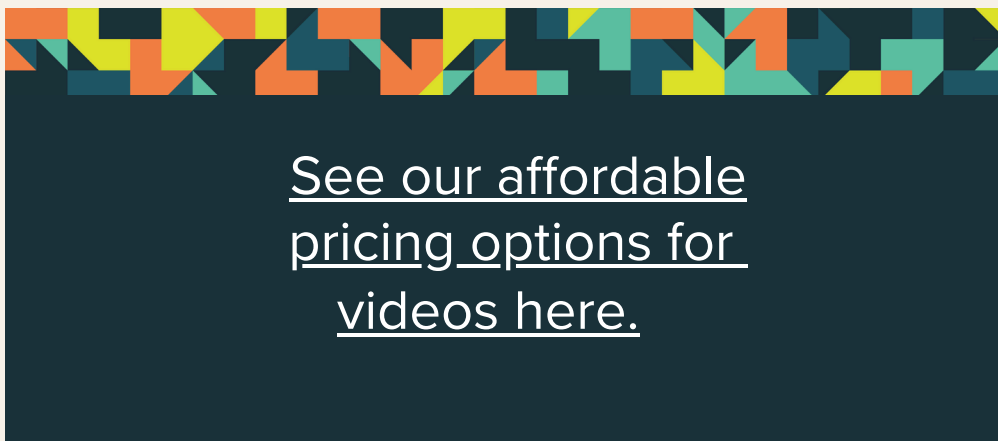
A 15- or 30-second video is all it takes, but this is often the biggest hurdle for apartment communities. Most properties don't have one readily available. That's where we come in.

We can provide clear specs if you want to create the video in-house or through an agency—or you can hand it off to us. Our team uses AI to accelerate production, then layers in their expert (and human) creative refinements to deliver a visually striking video that spotlights your community on streaming TV.

We charge a low, one-time fee for video creation. And once it's done, it's yours to use across your website, ILS listings, social media, and beyond.

Where will my streaming TV ad air?

Based on your selected package tier, you can reach renters on premium channels including Hulu, Paramount, Discovery, Fox, A+E Networks, AMC Networks, and over 200 additional channels!



Visit our website to see [video samples](#).