

DRIVING HIGH PERFORMANCE FOR AN ENTERTAINMENT BRAND ON SOCIAL

CASE STUDY #2

THE CHALLENGE

For this entertainment brand, every film release is a unique business case. A tentpole blockbuster needs massive reach, while an awards-season drama requires surgical precision. Standard platform filters are too rigid—they apply uniform rules that often force brands to choose between over-restricting their scale or accepting unnecessary risk. To turn social into a true **engine for growth**, they needed a strategy that moved as fast as the culture.

THE SOLUTION

The brand moved away from restrictive, "one-size-fits-all" filters. By layering **IAS Social Optimization**, they transformed their approach from a defensive shield into a **performance lever**. This allowed them to pre-screen for high-quality environments and optimize their supply path without throttling their reach.

THE RESULTS

6% Decrease in Platform CPMs: Media quality improvements offset technology costs, turning efficiency gains into immediate savings.

23% Increase in Engagement Rates: Reinvesting from low-quality placements into high-resonance social environments unlocked stronger audience interaction.

51% Increase in Showtime Lookups: Improved protection didn't just clean up delivery—it drove meaningful real-world action.

How it works: First-party inventory filters let marketers choose how much sensitive content their ads appear near on social platforms. Options range from strict (blocking more content but reducing reach), to moderate, to relaxed (blocking less content, increasing reach, but with higher brand risk).

Relaxing first-party inventory filters opens a brand up to more content so a customized block list is at its most effective, leading to more scale and higher ROI.

MORE CAMPAIGN IMPROVEMENTS

-6%

PLATFORM CPM
ENGAGEMENT RATE



+51%

SHOWTIME LOOKUPS



+23%

ENGAGEMENT RATE



-34%

COST PER
SHOWTIME LOOKUP

