



BrandMo Tech X FMCG: Hygiene, Health & Nutrition

The Client partnered with BrandMo to enhance premium reach and deep engagement for its flagship brand.

Through **curated CTV supply paths**, BrandMo delivered high-quality household exposure while **maximizing time** spent and view completion across Connected TV environments.

Primary KPIs

-  TimeSpent/Average Watch Duration
-  Video Completion Rate (VCR)



OBJECTIVES & CHALLENGES

Client Objectives

- Deliver high-impact storytelling via large-screen CTV placements
- Reach quality household audiences with minimal duplication
- Maximize time spent with the brand
- Achieve a strong Video Completion
- Rate across Smart TV inventory
- Ensure **brand-safe, fraud-free** delivery in premium content environments

*The Client needed a **clean, transparent CTV strategy** with guaranteed quality supply and predictable performance.*

Challenges

Traditional programmatic CTV buying can lead to:

- Fragmented supply across multiple SSPs
- Overlapping audiences and wasted impressions
- Variable quality, inconsistent completion rates
- High CPM variance across markets



BRANDMO'S CTV CURATION STRATEGY

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Premium Supply Curation (CTV-Only Pipes)

- 100% Smart TV environments (no mobile/desktop spillover)
- Verified long-form, high-viewability placements
- Category-appropriate content alignment
- Reduced ad-tech tax through SPO optimization
- Deliver high-impact storytelling via large-screen CTV placements
- Reach quality household audiences with minimal duplication
- Maximize time spent with the brand
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Audience Refinement Layer

Where required, BrandMo layered audience signals using:

- Household attributes
- Content consumption patterns
- Language and regional cohorts
- Engagement likelihood (high VCR probability modelling)

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Multiple Creatives Testing

To improve performance, BrandMo tested:

- Different lengths (15s/20s/30s)
- Hooks, openings, pacing
- Creative sequencing

This helped identify which creative combinations drove the longest **time spent** on CTV screens.





RESULTS & IMPACT

Key Performance Outcomes



Time Spent (Primary KPI)

- Achieved significantly **higher watch duration** vs. CTV benchmarks
- Users spent **32% more time** engaging with the Dettol brand message
- Long-form exposure improved household brand recall

Video Completion Rate (VCR)

- Delivered a completion rate of **94%**
- Outperformed market CTV averages by **18%**
- Highest VCR observed on
- Magnite + PubMatic curated lanes

Quality Exposure

- 100% CTV Smart TV impressions
- Zero invalid traffic incidents
- Premium OTT + Broadcaster content environments

WHY THEY CHOSE BRANDMO

DSP-Agnostic Activation

Our client activated BrandMo's curated CTV deals seamlessly in DV360, with full transparency into delivery and performance.

Multi-SSP CTV Pipes = Cleaner Delivery

BrandMo's multi-SSP curation ensured:

- Less overlap
- Better supply diversity
- Price efficiency
- Higher completion probability

Built for Household Impact

Time spent +VCR optimizations ensured our Client's message landed deeply in premium living room environments.