

ENRG Pro

Health and fitness

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95% Completion rate for 30-second ads

80% of completed views were previously inaccessible through other CTV providers

Connected TV ads

How ENRG Pro achieved a 95% ad completion rate with Microsoft's Connected TV ads

The goal

ENRG Pro has made a splash in the Australian market with an innovative sports lifestyle drink created for health-conscious and active people.

New to the market, ENRG Pro's goal was to establish brand recognition and differentiate their beverage in a fiercely competitive landscape.

As the National Rugby League (NRL) 2024 Season Opener drew near, ENRG Pro saw this as the perfect opportunity to heighten brand visibility with sports enthusiasts. That's why the team decided to use [Microsoft's Connected TV ads](#).

The solution

ENRG Pro developed an innovative strategy to capitalize on the fan anticipation of the rugby league season. With Microsoft's Connected TV ads, ENRG Pro gained access to powerful targeting capabilities, enhanced by artificial intelligence and Microsoft's first-party data.

And with genre targeting, a powerful feature that helped ENRG Pro focus specifically on people watching rugby league content, ENRG Pro was empowered to reach sports enthusiasts, drive engagement, and ultimately cultivate a loyal consumer base.

These placements were carefully chosen on sports-focused streaming platforms such as Kayo and Foxtel, renowned for airing NRL games, ensuring precise targeting and cost-effectiveness in reaching the intended audience.

"Microsoft's Connected TV ads has been an excellent strategy to achieve extensive, nationwide brand recognition at a remarkably cost-effective rate, especially for ENRG Pro which is looking to establish its brand in a competitive marketplace.

It's encouraging to see an increase in online searches for the ENRG Pro brand name during our initial launch, which signals promising traction."

Anthony Younes
Account Director
Aaims Group

The results

With Microsoft's Connected TV ads, ENRG Pro achieved outstanding results:

- **With a 95% completion rate for 30-second ads**, the marketing campaign achieved remarkable engagement levels.
- **Over 80% of these completed views were on Foxtel and Kayo**, enabling ENRG Pro to reach NRL viewers who were previously inaccessible through other ad platforms.
- **Impressively, Connected TV ads delivered 3x the impressions for the same expenditure compared to other CTV providers**, underscoring the cost-effectiveness of Microsoft's targeting power, with CPMs that were 67% lower than other ad platforms.
- **The adoption of Connected TV ads has become a cornerstone in ENRG Pro's marketing mix**, driving upcoming awareness campaigns poised to elevate performance across the marketing funnel.



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