

Basis Technologies' Next Level Private Marketplaces Empower Praxis to Reach New Audiences

Praxis provided patient recruitment support for a clinical trial to treat Covid-19. They asked their CSM and Basis Technologies' Managed Services team for help with strategy, set-up, and optimizations. With assistance from their CSM, it was easy to access Hulu's premier inventory. Basis' Platform Deals helped them explore inventory they wouldn't have otherwise considered.

By using Algorithmic Optimization, there were fewer manual optimizations involved, which allowed for more time to work on analyzing performance.

Courtney Walczak, Media Planner & Buyer, Praxis

Goal

- Generate awareness about the trial to enroll participants; reach a wide audience at an optimal CPM.

~

Challenge

- The eligibility criteria, and time-window to participate in the study are very stringent.

Results

24M

Pre-roll impressions

12M

CTV impressions

92%

CTV VCR

0.19%

Video CTR