

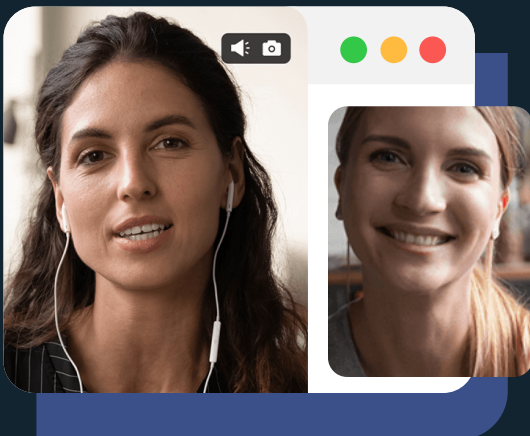
Breaking Through Saturation:

Brightside Health's Performance TV Success

The Challenge of Compliance and Saturation

In 2022, tighter HIPAA regulations pushed Brightside Health to rethink their marketing approach.

Social media—once a key channel—became too restrictive and oversaturated. To stay compliant and data-driven, they paused to find a new solution that could balance privacy standards with performance, ultimately turning to Performance TV.



Why CTV Became The Answer

- 1 It allowed them to stay HIPAA compliant without losing the insights that inform decision-making.
- 2 Easier to stand out because it was a less saturated and more engaging medium than social media.
- 3 Because it was a channel with transparent data which allowed them to test incremental impact and optimize, ensuring every dollar delivered measurable results.

KEY OUTCOMES DELIVERED



Rapid Execution

Creative assets, including :15 and :30 ads, were produced in under two weeks.



Transparent Data

Exposure logs & user journey data integrated with Brightside Health's own data warehouse.



Validated Results

Tools like PSA tests validated CTV's actual contribution to customer acquisition.



Continuous Improvement

Biweekly optimizations with tvScientific ensured continuous improvement to meet CPA goals.

What was achieved

15%

More actions with CTV

Driving Demand

Brightside has seen a 15% increase in actions across campaigns with CTV in the mix.

672%

YOY increase in CTV spend

Budget Growth

CTV spend increased by 84% year-over-year, demonstrating the team's growing confidence in its scalability and ROI.

#2

Most important channel

Channel Importance

CTV rose from an experimental channel (ranked 8-10) to 2nd most critical channel in just one year.

58%

View-through rate on CTV ads

Audience Attention

A 58% view-through rate signals effectiveness in capturing audience attention.



“CTV started as an experiment for us as we looked for ways to break through on oversaturated channels like social. It quickly turned into one of our most effective channels. Having tvScientific as our technology partner gave us the advanced measurement tools and support we were looking for to drive consistent results.”

Chris Pastorius, Head of Growth, Brightside Health

