

Breaking the Box Office:

DramaBox Scales 6X with Performance-Driven CTV

As one of the world's leading short drama platforms, DramaBox was already riding high—with a growing global audience and a 2024 Google Play Award for Best for Fun. But even award-winning entertainment platforms need performance marketing that can keep up.

DramaBox's next act? Turn Connected TV (CTV) into a performance engine.

The Challenge: When Growth Needs to Be Entertaining and Efficient

DramaBox's goal was clear: scale fast, while staying laser-focused on day-zero ROAS. Every ad dollar had to work hard from the moment it was spent.

In a category known for content-rich experiences and fast-moving trends, they needed a channel that could deliver measurable results, adapt in real-time, and give their team full visibility into performance—without slowing them down.



Why CTV Became the Smart Bet

With tvScientific, DramaBox:

- Launched and tested quickly to gather early insights
- Restructured campaigns around high-performing network bundles
- Optimized across layers: platform, device, daypart, and audience
- Built a scalable, transparent system for ongoing performance
- Ran weekly A/B creative tests to fuel faster iteration

The result? tvScientific became DramaBox's top-performing **CTV** partner—and a reliable lever for profitable scale.

The Results: Big Drama, Bigger Returns

CTV Became a Star Player

- **6X increase in daily spend** since launch [indicating consistent performance and growing confidence in the channel]
- **2X–3X improvement in ROAS, exceeding KPI**
- **DramaBox's #1 CTV partner** based on ROI

“Due to the transparency of tvScientific’s channels, we have a clear understanding of where our funds are allocated. Additionally, tvScientific plays a unique role in our brand marketing that other media cannot replicate, making it an indispensable partner in our overall marketing efforts.”

— DramaBox Marketing Team



What Was Achieved

Massive Scale

From early tests to 6X daily spend—without sacrificing ROAS.

ROAS on Target

Performance benchmarks were hit just weeks in and maintained as scale increased.

Perfect Channel Fit

Short dramas + CTV = a natural match. Viewers leaned in, and results followed.

Full Transparency

Weekly optimizations and real-time reporting gave the DramaBox team full visibility into what was driving success.

Creative Acceleration

Frequent A/B testing turned insights into assets faster, helping the internal team stay ahead of audience fatigue.

The Takeaway

Great content deserves great performance.

With tvScientific, DramaBox found a CTV partner that delivered both—the creative flexibility they needed, and the performance backbone to scale it.