



STUDIO MLM + Web & Development Team

Scaled Content Case Studies



Single Project: Quantifi Digital – Connected TV Advertising

Generated 150 Geolocated Pages with Original Content

Keywords focused on Connected TV (CTV) advertising/ “Over the top” (OTT) advertising

Included content, page launches, and inline schema for enhanced SERP results

Example Page:

<https://quantifidigital.com/target-the-right-audience-with-connected-tv-advertising-in-st-louis>





connected tv advertising miami

All News Images Shopping Videos More Settings Tools

About 8,950,000 results (0.80 seconds)

Ad · www.adelphic.com/ Premium CTV Inventory - Connected TV Solutions - adelphic.com

Access 100% viewable, full-screen HD content through Adelphic's Connected TV offering. Our platform gives you the tools and transparency to execute your CTV strategy. Omnichannel Capabilities. Real-Time Creative. In-App Inventory. Top Inventory Partners. Our Customers · Pricing Information · Sign Up

Ad · www.divisiond.com/ The CTV Experts - Connected TV Advertising

Connected TV (CTV) is a rapidly growing video ad placement as streaming TV is on the rise.

Ad · www.steelhouse.com/ Connected TV Advertising - Retarget from CTV Ads

Target Your Audience. Serve Ads on Connected TV. Measure Performance in Google Analytics.

quantifidigital.com · reach-your-target-demographic-w... Reach Your Target Demographic with CTV Advertising in Miami

Mar 6, 2020 - Quantifi Digital is a top OTT ad agency that can help you connect with ... If you're thinking that Connected TV advertising in Miami sounds too ...

How does OTT advertising in Miami work?

What are some of the benefits of Connected TV advertising in Miami compared to traditional TV spots?

People also ask

What is connected TV advertising?

What are connected TV devices?

How do I put an advertisement on my TV?

Has TV advertising lost its power?

Feedback

quantifidigital.com · connected-tv Connected TV - Quantifi Digital

Example Services: Cable and Hulu on their Smart TV ... Research from Roku shows that adding one traditional TV ad to a traditional TV campaign only boosts ... You've visited this page 2 times. Last visit: 4/19/20

smartyads.com · ad tech · programmatic

Inline FAQ content in search result

Top 2 Organic Search Results

Quantifi Digital – Connected TV

- Top Ranking SERP Example
- Miami Page ranks #1 for "Connected TV Advertising Miami"
- Broad "Connected TV" page pulled up by strength of geotargeted pages to #2 for this keyword
- Quantifi owns the Top 2 spots in Google for this keyword





ott advertising omaha

All News Images Shopping Videos More Settings Tools

About 476,000 results (0.71 seconds)

Ad · www.propellant.media/ (877) 776-7358

Top OTT Advertising Company - Get OTT Advertising Pricing

Over 95% Watch Rates. Target Precise Target Audiences W/ OTT Advertising 24/7 Reporting.

The OTT Advertising Guide

Learn The 21 Questions You Should Ask Any OTT Advertising Company

Get Connected TV Pricing

Combined OTT With Display Over The Top Advertising

Ad · www.adelphic.com/

OTT Advertising DSP - Connected TV Solutions - adelphic.com

Our platform gives you the tools and transparency to execute your OTT strategy. Unlock...

Ad · www.divisiond.com/

Division-D - CTV & OTT Advertising

Complement your advertising efforts with CTV/OTT advertising.

Ad · www.innovid.com/ott/advertising

Innovid - OTT Advertising

Engage customers on OTT devices. Direct response ads. Deliver on performance goals.

quantifidigital.com · reach-a-more-engaged-audience-...

Reach a More Engaged Audience with OTT Advertising in ...

Mar 6, 2020 - Quantifi Digital can help you get started with OTT advertising in Omaha. OTT (or Over-The-Top) content may be defined as any video accessed ...

Why should I consider CTV advertising as part of my marketing strategy? ▾

How does OTT advertising work? ▾

How much does it cost to advertise on TV in Omaha? ▲

If you're thinking that Connected TV advertising in Omaha is out of your reach, you should know that Quantifi Digital offers a variety of different price points to make it easier to enter the space. We don't have monthly minimums on Hulu like other agencies do, making premium ad inventory more accessible. We also provide access to exclusive platforms like Amazon Fire TV to help you make the most of your marketing budget. We also concentrate on the buy-side of the industry, so we don't have the conflicts of interest that many of our competitors run into.

There are over 375,000 households in Omaha, and we can help you reach any of them. Whether your target audience is streaming news shows in their kitchen, enjoying sports highlights while taking a break at the Henry Doorly Zoo, watching educational documentaries at the historic Old Market, or reliving a performance at the Omaha Community Playhouse, OTT advertising in Omaha is a great way to forge a lasting connection. We can help... [More](#)

Searchers can read content from Google thanks to inline schema

Quantifi Digital – Connected TV

- Schema Example
- Omaha Page ranks #1 for “OTT Advertising Omaha”
- Inline schema programmed into the page allows Google to read FAQs from the page and list them directly on the Google search results page.
- Research shows that schema in a page improves traffic and search engine rankings, while schema in search result leads more users to click





connected tv advertising in buffalo

All News Images Shopping Videos More Settings Tools

About 8,030,000 results (0.55 seconds)

What is CTV advertising in Buffalo? **Connected TV advertising** enables your company to reach viewers where they choose to consume content. With CTV, users are shown fewer ads. However, all ads are non-skippable, which leads to a completion rate of over 90 percent.

quantifidigital.com · connect-with-new-customers-through-connected-tv...

Connect with New Customers Through Connected TV ...

About Featured Snippets Feedback

People also ask

- What is connected TV advertising? ▾
- What is CTV advertising? ▾
- Is connected TV the same as Ott? ▾
- What is programmatic Ott? ▾

Feedback

www.alistdaily.com · lifestyle · connected-television-marketing-appeal ▾

Why Connected TV Is The Most Appealing Route To ...

Nov 25, 2019 - AList shares **Connected TV in advertising** ... CTV includes Roku devices, smart TVs, gaming consoles as well as video content streamed on a ...

www.spectrumreach.com ▾

Spectrum Reach Advertising - Home

Nothing grows your business like a multiscreen campaign anchored in TV. ... Spectrum Reach connects your business with the right customers you need to grow ...

Rich Snippet Result

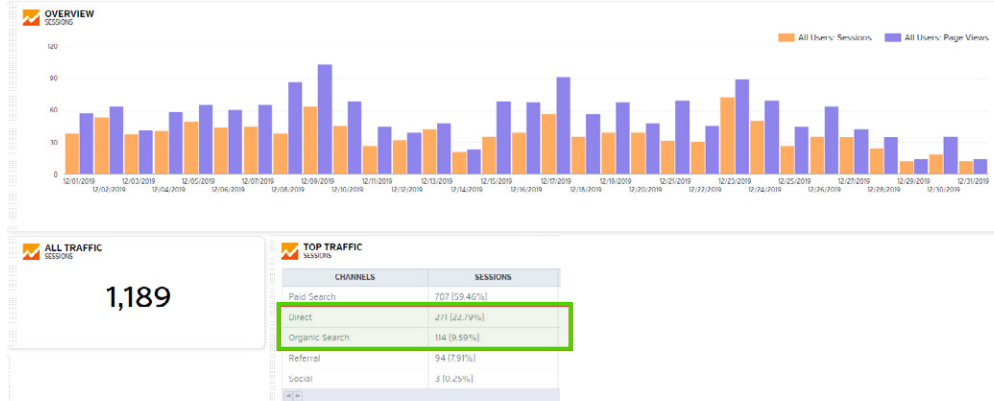
Quantifi Digital – Connected TV

- Rich Snippet Example
- Google features information from the page
- #1 result plus actual content from our page at the top of Google results



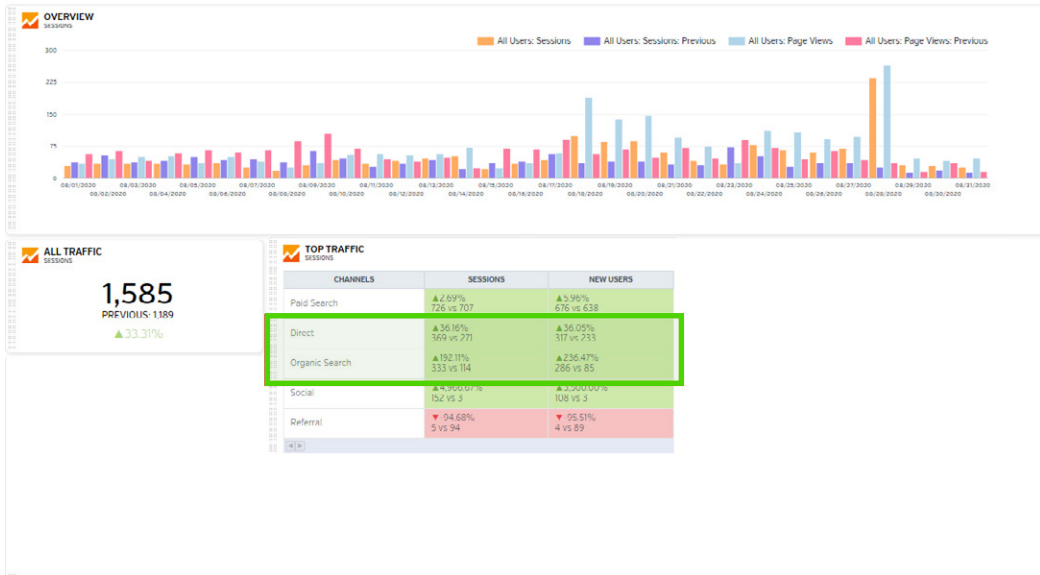
Google Analytics - Summary

12/01/2019 - 12/31/2019



Google Analytics - Summary

08/01/2020 - 08/31/2020 (compared to 12/01/2019 - 12/31/2019)



Quantifi Digital – Connected TV

Baseline Metrics December 2019

- Direct (Return Visits): 271
- Organic (New Users and Searchers): 114

Baseline Metrics August 2020

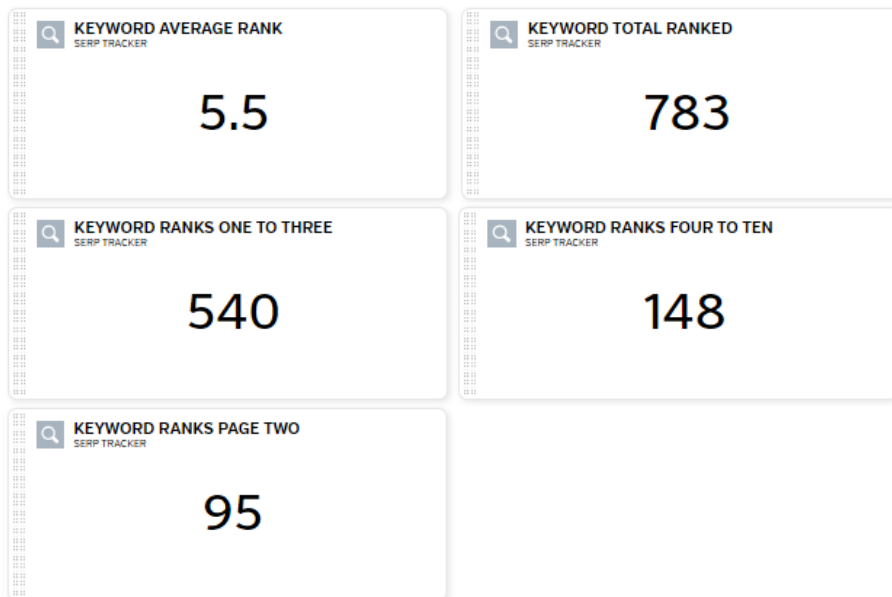
- Direct Site Visits (Return Visits): 309 (+36%)
- Organic (New Users/Searchers): 333 (+192%)

192%
increase in organic new searchers



SERP Tracker - Rank Positions

08/01/2020 - 08/31/2020



Quantifi Digital – Connected TV

- August 2020 Keyword Metrics
- All keywords shown are new since February 2020



Monthly Project: CustMbite – Dental Products

Added 170 pages over 6 the span of months

Keywords focused on products and conditions the products can treat

Included content, page launches, and inline schema for enhanced SERP results

Example Page:

<https://custmbite.com/pages/all-about-tmj-disorder>



KEYWORD	AUTHORITYLABS GOOGLE
best professional teeth whitening remedy	2
best professional teeth whitening solution	4
best occlusal guards for tmj	6
best diy whitening kit	8
best night guard for tmj	8
how to refit a mouth guard for jaw	9
best professional teeth whitening solution for braces	9
best professional whitening remedy	9
best diy teeth whitening kit for braces	10

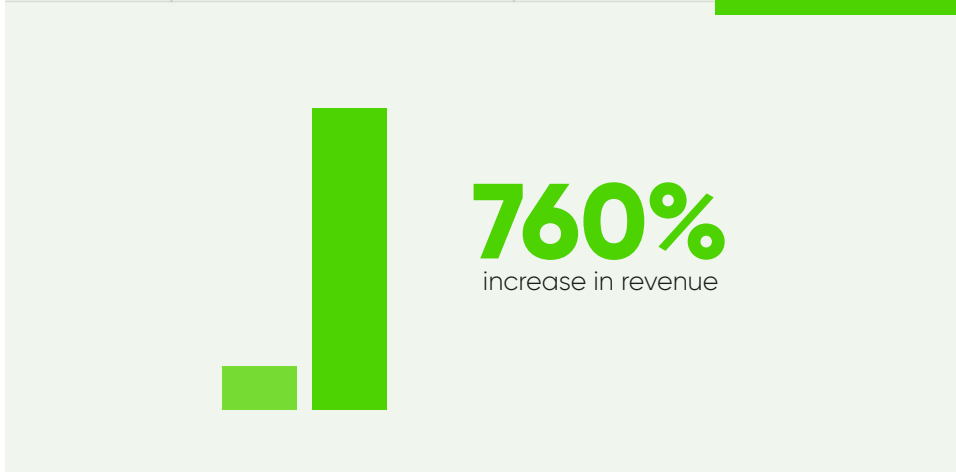
CustMbite – Dental Products

- Keyword ranking examples for some challenging keywords
- Dental keywords are very competitive
- CustMbite site was less than a year old
- Scaled content marketing has significantly helped in this uphill battle to compete



	Users ? ↓	New Users ?	Sessions
Aug 1, 2020 - Aug 31, 2020	612 (3.03%)	537 (2.77%)	77
Mar 1, 2020 - Mar 31, 2020	71 (1.03%)	62 (0.91%)	11
% Change	761.97%	766.13%	!

Sessions ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
777 (3.34%)	4.38%	██████████	██████████
113 (1.41%)	3.54%	██████████	██████████
587.61%	23.62%	750.00%	759.67%



CustMbite – Dental Products

- August 2020 Organic Metrics Compared to March 2020
- 761% Increase in Traffic
- 23% Increase in Conversion Rate
- 750% Increase in Transactions
- 759% Increase in Revenue



We love collaboration

Let's grow
together

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