

Pre-Roll Advertising

Delaware Volunteer Firefighter's Association

Video pre-roll advertising uses movement and sound to reach your audience on brand enhancing websites.

RESULTS

- Impressions: 131,518
- Completions: 86,966
- Completion Rate: 66.12%
- Clicks: 231
- Click Through Rate: .18%

Objective

The Delaware Volunteer Firefighter's Association (DEVFA) wanted to promote their recently produced branding video to the general public to spread the word about Volunteer Fire Departments.



Solutions

They partnered with DBC Interactive to execute a video pre-roll campaign targeted to areas that utilize a Volunteer-based Fire Department.

