

THE DAILY BEAST

# PBS - The Great American Read

## Campaign Objective:

Foster conversation about and excitement for the search for America's best-loved book while motivating people to watch PBS' series *The Great American Read*.

## Tactics:

- Sponsored Editorial Series
- Custom #BookBragging Unit
- 2x Branded Video Cheats
- Homepage Takeovers with Native Homepage Tile
- Video promotion through our Marquee and Reel View units

Case Study

# 7.4X

Average CTR of PBS's Branded Video Cheat was 7.4x the Daily Beast benchmark

# 1.9X

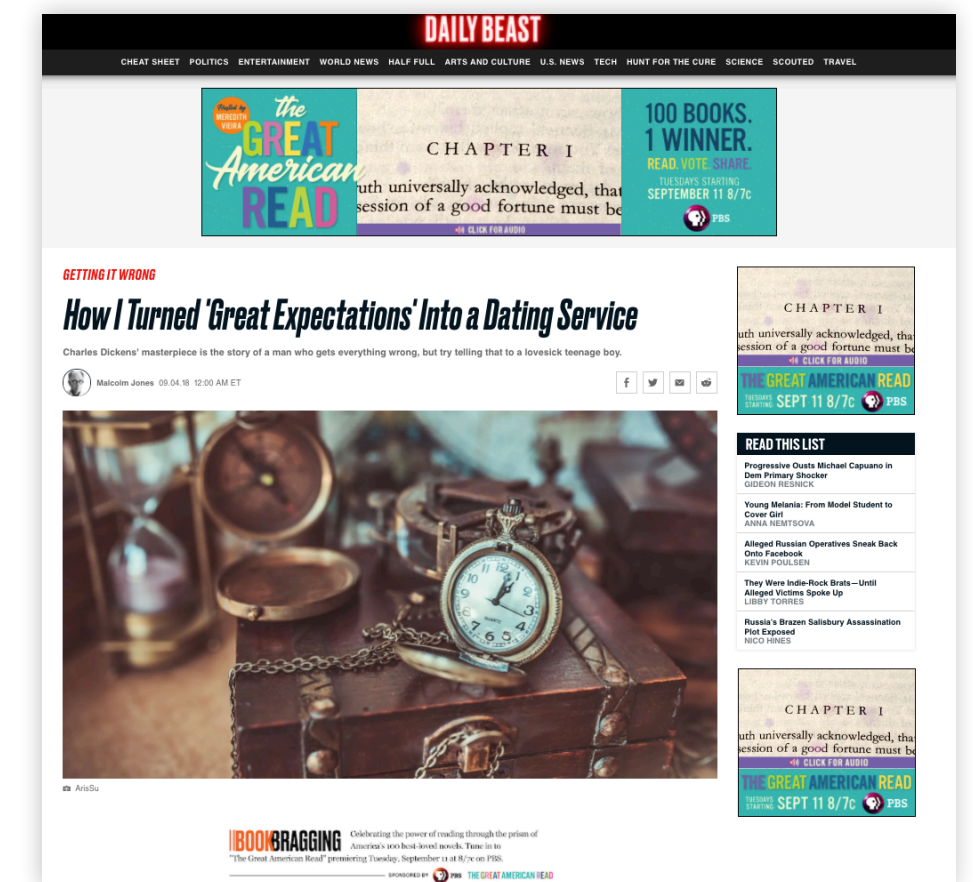
Average CTR of the Rotational Marquee Unit was 1.9x Daily Beast benchmark

# 1.2X

Average time spent on Sponsored Content series was 1.2x Daily Beast benchmark

# 1.3X

VCR on the Native Homepage Video Tile was 1.3x Daily Beast benchmark



Three editors detailed their favorite books, how each shaped their love of reading, and more in this sponsored series