

LiquidM Drives 97% VTR for a Brazilian Government Company With a Custom Whitelist for a CPCV Campaign

The Background

One of LiquidM's biggest LATAM clients planned to set a 5-digit budget (USD) video campaign for a Brazilian government company. Due to the strict governmental requirements and imposed legal restrictions, the campaign was allowed to run exclusively across an immense list of pre-approved apps. To fulfill the advertiser's conditions, the client had to create a corresponding supply whitelist on the LiquidM platform.

The Challenge

The list of the allowed apps was provided in a format different from the one utilized on the platform. The client had difficulties identifying all publishers single-handedly and reached out to the Account Manager to find an optimal way to match the sought-for placements using our supply selection tools.

Our Solution

Thanks to the cross-departmental efforts, we succeeded in allocating the required apps across connected SSPs and Ad Exchanges through the LiquidM database. With some time and considerable dedication, we created the advertising whitelist suitable for the advertiser's needs.

Results

We set a test campaign to measure the effectiveness of the created whitelist. Using VAST format and CPCV pricing, the campaign ran for 5 days and yielded great results:



97%
VIEW THROUGH
RATE



3.3%
CLICK THROUGH
RATE

In addition to main KPIs, the campaign had:

- **very low eCPM** for relevant results
- **eCPCV** below the target
- **no DealIDs** implemented
- **no manual optimization** applied

Unlike CTV formats, where the 97% VTR is expected, mobile video does not usually score such high view rates along with favorable eCPM & CTR without further campaign optimization or use of Deals.

Thanks to this strong case, we are happy to assist more advertisers in creating custom whitelists for their mid and high-budget volume campaigns. Don't hesitate to reach out directly to your Technical Account Manager or [our team](#) to learn more!