

Castr

Improves Brand Lift by Nearly 340%

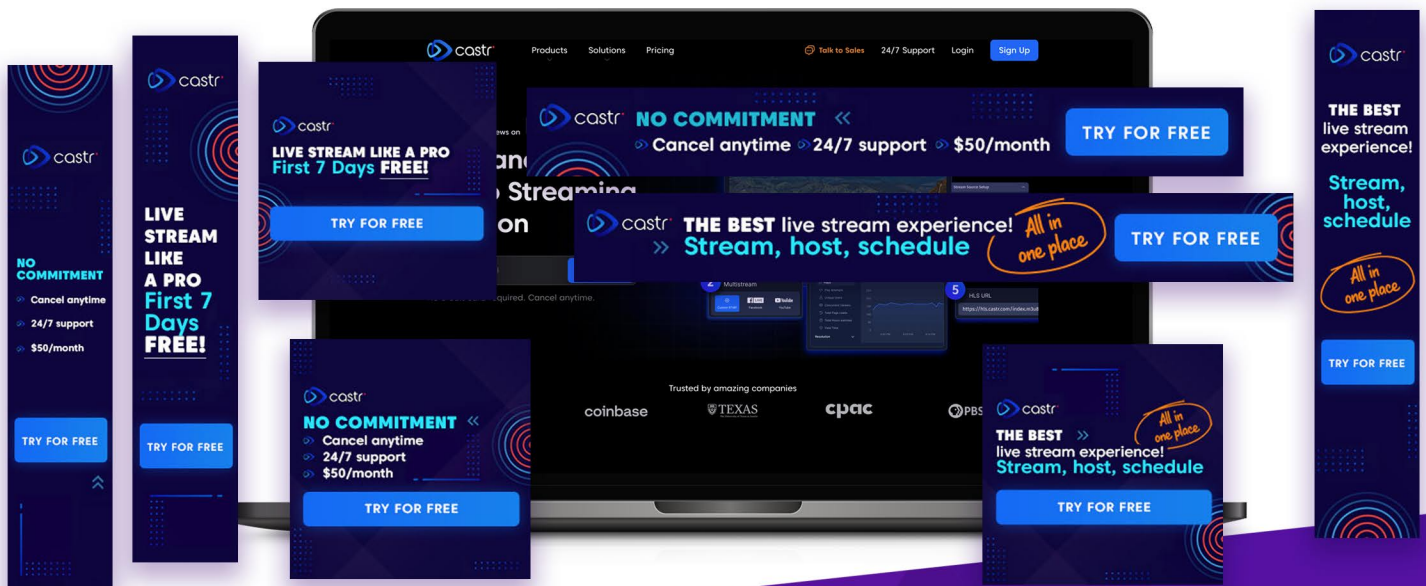
Castr is a video streaming platform providing live streaming and video-on-demand (VOD) solutions for streamers and businesses that need online broadcasting solutions.



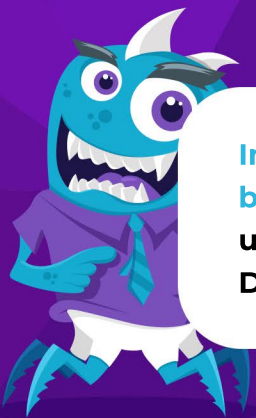
Relatively unknown to the market, Castr wanted to create brand awareness and increase their sales. They heard of Monster Agency® and decided to reach out in hopes of pivoting from primarily organic and direct traffic to paid advertisements.



The pivot paid off. Leading with Castr's unique ability to stream to multiple platforms from one site, we were able to improve brand lift by nearly 340% using Facebook and Google Display Network.



RESULTS:



Improved brand lift by nearly 340% using FB and Google Display Network



Reached thousands of new prospects