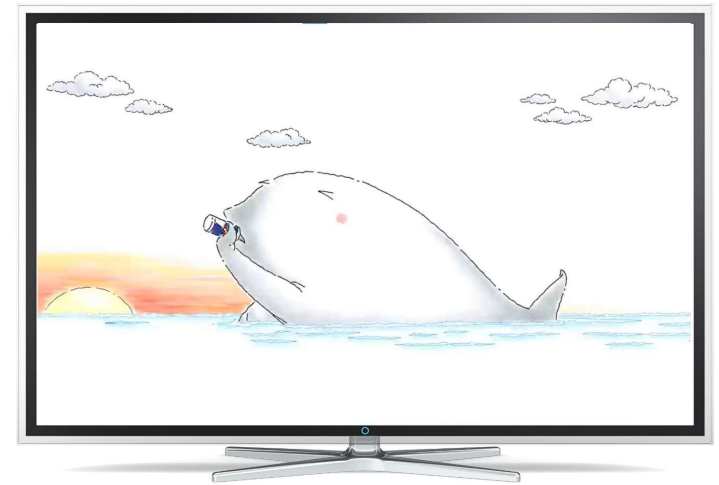# Case Study: Programmatic CTV campaign gives Red Bull wiiings at Kroger

Red Bull wanted to bring back fans of the popular energy drinks—plus, attract new households who were most likely to become Red Bull buyers. Kroger Precision Marketing zeroed in on the best households, including lapsed buyers. People who purchase other brands of energy drinks or complementary items were also included in the plan.

The brand ran a programmatic CTV ad campaign to reach those custom audiences. They activated the campaign through Red Bull's DSP, optimizing throughout the campaign based on sales performance.

The end result: Red Bull garnered a 4.7x aROAS for a highly efficient TV spend with precision targeting.

4.7x
Attributable
ROAS