

HOW CLIX DRIVES CLIENT ROI WITH INTEGRATED CTV STRATEGY

OBJECTIVE

Full-service digital marketing agency Clix recognized Connected TV as a high-impact channel for measurable client results — pairing award-winning video production with CTV to extend creative ROI and reach high-intent audiences at scale.



Reach the right audiences: Target high-intent consumers on premium streaming networks, reducing wasted spend and bot traffic.



Maximize content ROI: Help clients justify production investments with evergreen assets that perform across CTV and digital.



Deliver end-to-end service: Differentiate with creative production and CTV management that drives measurable campaign results.

SOLUTION

Clix leveraged MNTN Performance TV to launch and manage multiple client CTV campaigns — integrating CTV into its existing paid media strategy. Using MNTN Matched's AI-powered targeting, interest-based segments, and geotargeting, Clix drove Verified Visits from real, high-intent customers on networks including NBC, HBO Max, and ESPN.

To maximize ROI further, Clix repurposed creative assets across other channels — turning production investments into always-on, multi-channel performance drivers throughout the competitive holiday season.

RESULTS



151%

QoQ Increase in Conversion Rate

Law Firm Client
Q3 2025 vs. Q4 2024



296%

MoM Increase in Conversion Rate

Financial Services Client
Nov vs. Dec 2025



31x

Return on Ad Spend

Home Goods Client
Holiday Campaign: Nov 26-Dec 31, 2025



“Adding CTV to our media mix has changed how we approach selling our services. We can now position high-end video production as part of a broader strategy — one where that creative investment continues to deliver results through targeted, programmatic advertising. It’s shifted our model from one-off projects to an always-on approach that drives recurring revenue and real performance for our clients.”

— **Matt Zahnweh, Multimedia Producer & Videographer, Clix**

ABOUT CLIX

Clix is a full-service digital marketing agency combining award-winning creative production with data-driven paid media strategy — helping clients grow across every channel.

Paid Media

CTV / OTT

Video Production

Web Design

Creative Strategy

READY TO ADD CTV TO YOUR CLIENTS' MEDIA MIX?

Connect with Clix to learn how we build integrated campaigns that stretch creative ROI.

GET STARTED