

# CBS CASE STUDY

CBS has been a long standing ~4 year consistent partnership, where we have consistently hit client KPIs, exceeded expectations, and earned more budgets from the CBS family of mobile applications.

Launched  
September 2017

**CBS**  
ALL ACCESS

Launched  
March 2021

**CBS**

Launched  
March 2021

  
*Paramount+*

Launch  
July 2021

**PLUTO TV**

Launched  
August 2021

**CBS SPORTS**

## LIFETIME STATS

**CBS**  
ALL ACCESS

+

  
*Paramount+*

+

**235k+**  
App Installs



+

**2MM+**  
Post-Install  
Events

+

**.56%**  
CVR

+

**7.75**  
Videos/Install

+

**\$13.80**  
CVR  
Sub-Rate

## OTHER STREAMING PLATFORM CAMPAIGNS

**hulu**

**slings**

**prime video**

**NETFLIX**

