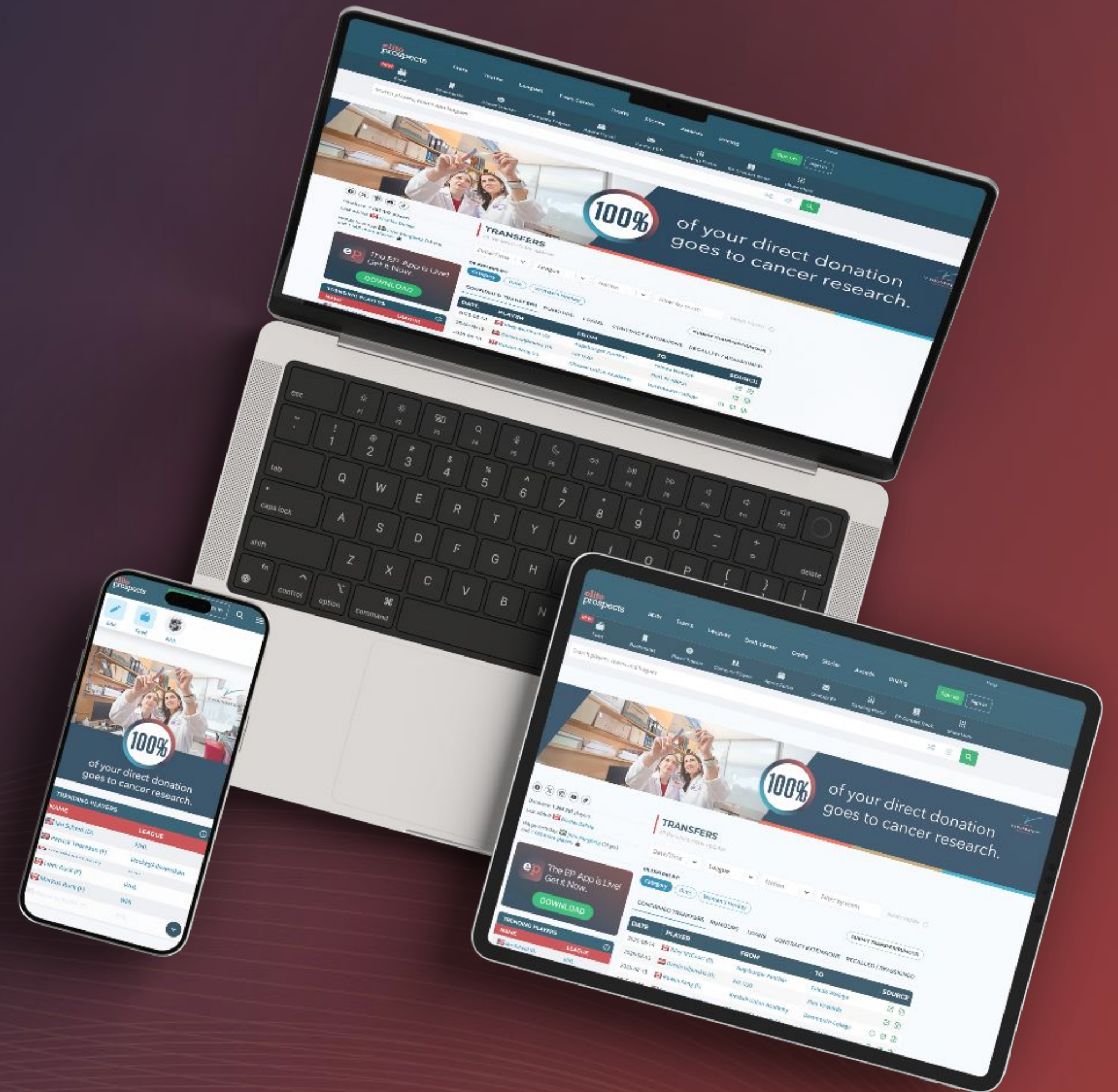




CASE STUDY: Fluid 250

## Filling the Frame, Fueling the Fight:

The V Foundation's Programmatic Breakthrough  
*Better Placement, Bigger Message*





# The Problem

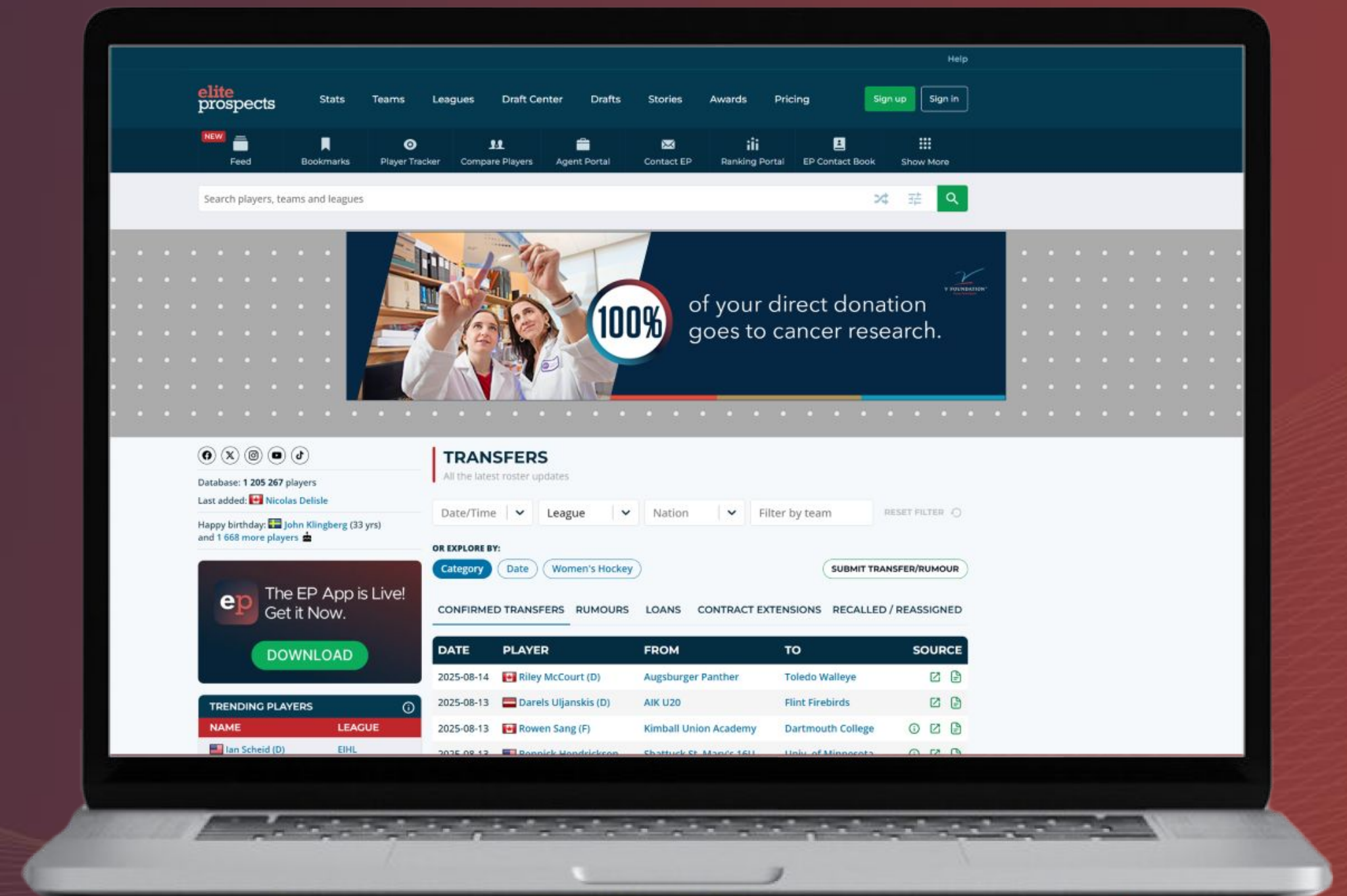


INFILLION



responsiveads

- Standard IAB units do not take advantage of space slot, space is wasted resulting in low performance.
- With such limited interaction, few users reached the donation page.
- Running high-impact, large-format units programmatically typically requires complex publisher setup, making it difficult to scale efficiently.





# The Solution

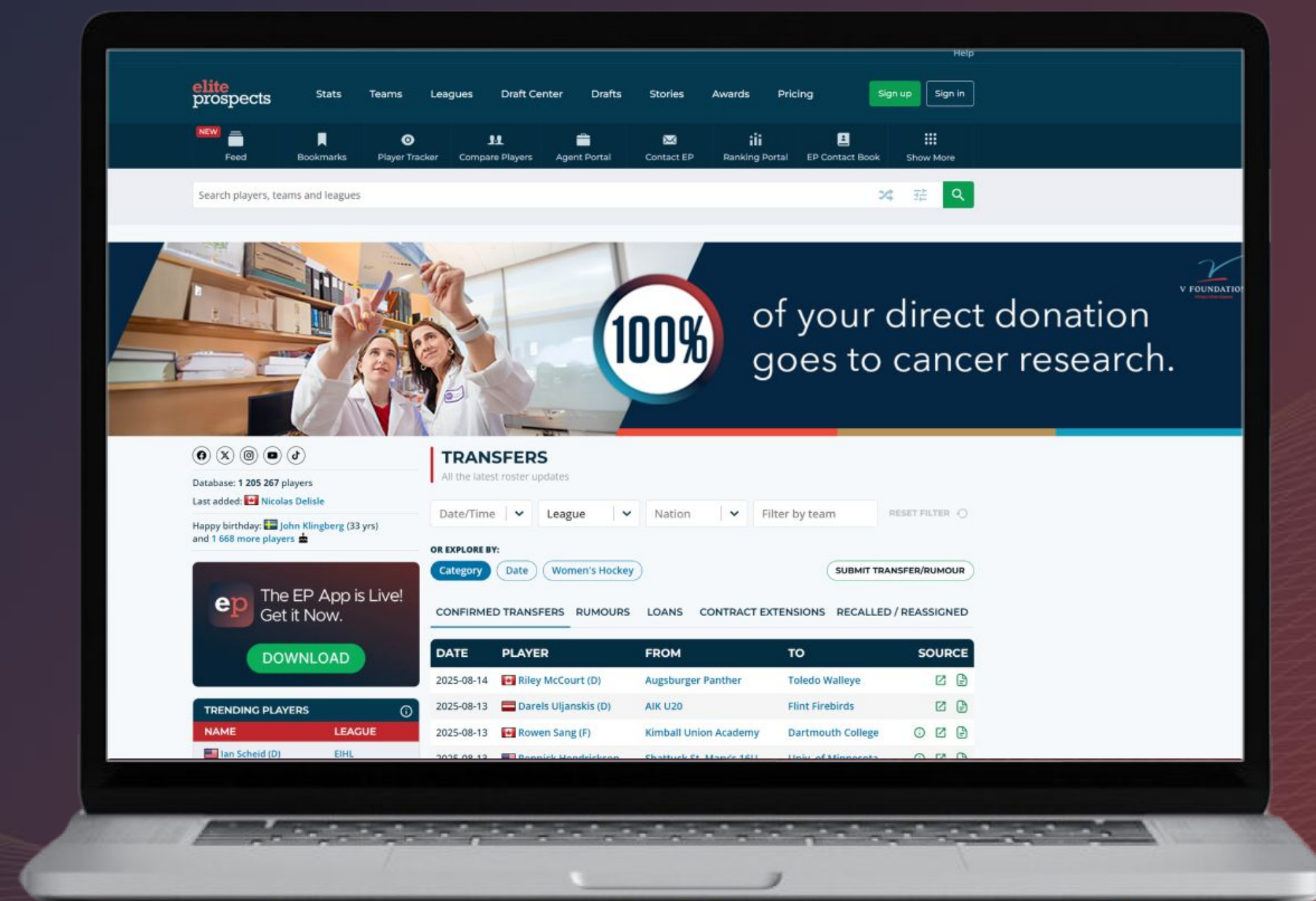


INFILLION



responsiveads

- ResponsiveAds' Fully Fluid 250 dynamically adapts to any screen width while keeping a 250px height in the same 970x250 ad slot (edge to edge, right and left spacing)
- Activated across Comscore 1,000 publishers with SafeFrame off via custom Deal IDs (DIDs).
- Secured top-of-page premium placements (normally \$30 CPM) for around \$15 CPM – a 50% savings.
- A standard 970x250 ran as a control for performance comparison.





# The Results



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+353%

higher CTR

(driving far more visitors to the donation page)



+45%

higher engagement



92.28%

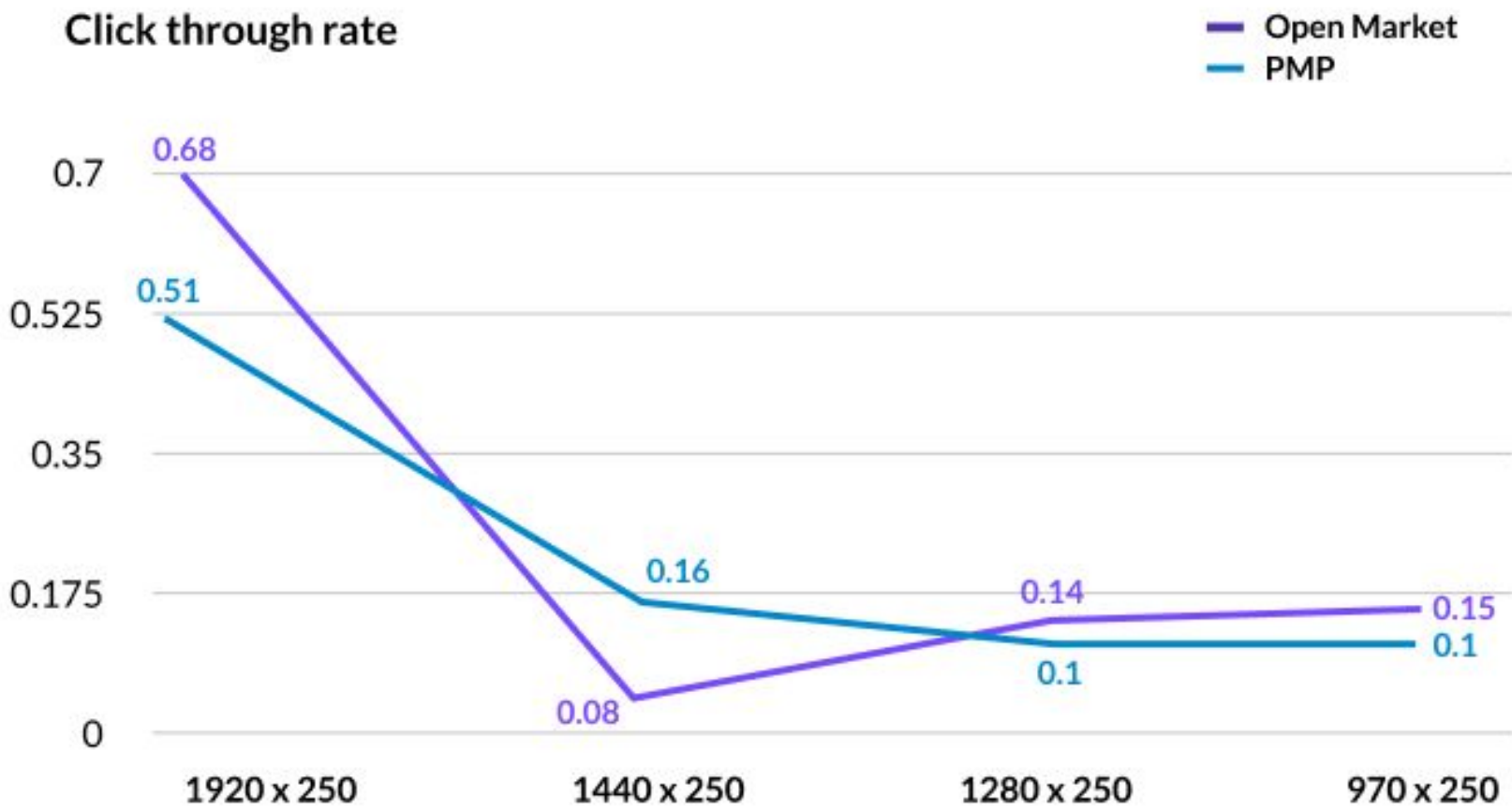
media cost savings



12.9x value

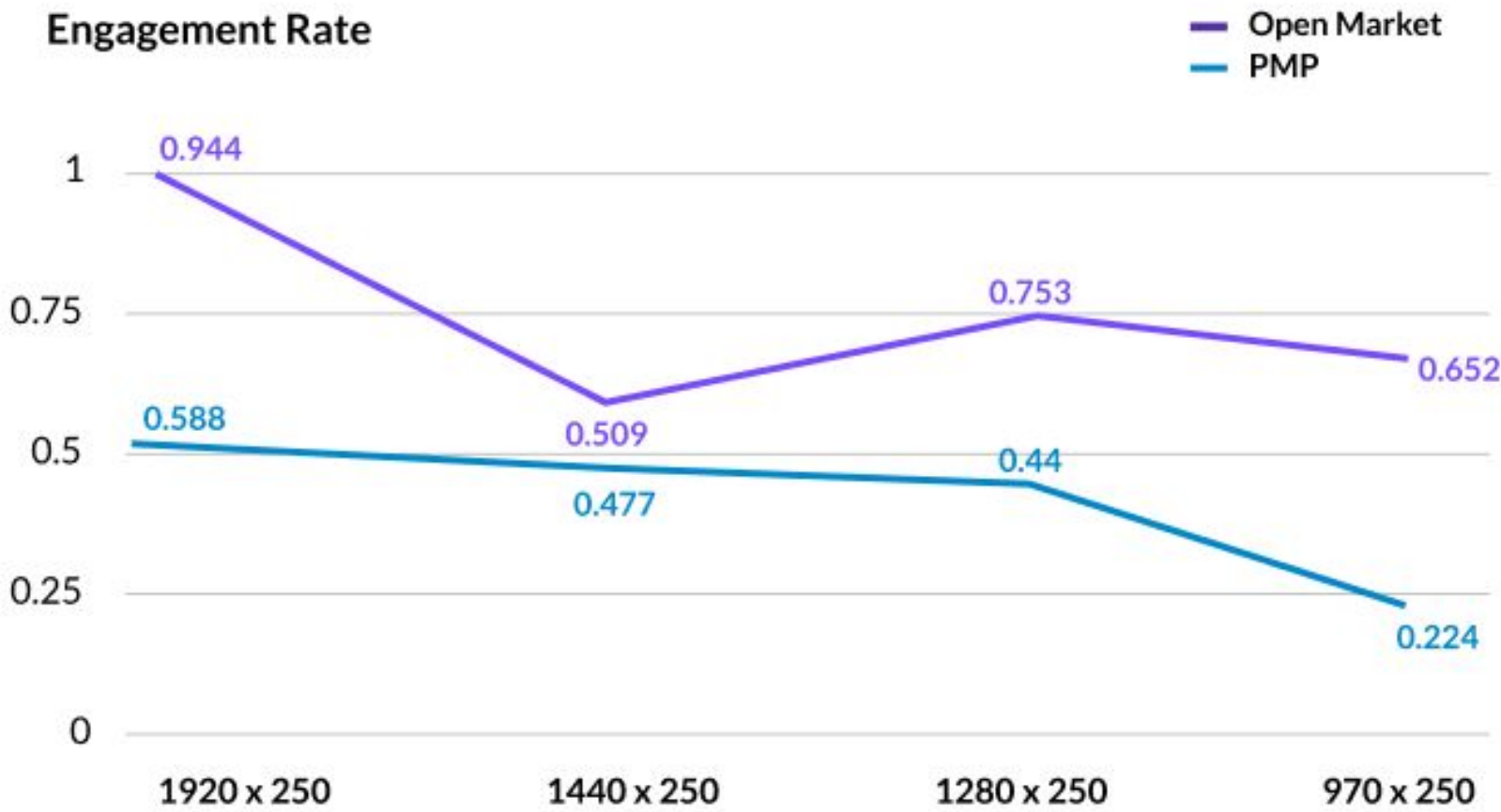
vs direct-buy baseline

Click through rate



1920px Fluid 250 drove 410% higher CTR and 163% higher engagement vs 970x250

Engagement Rate



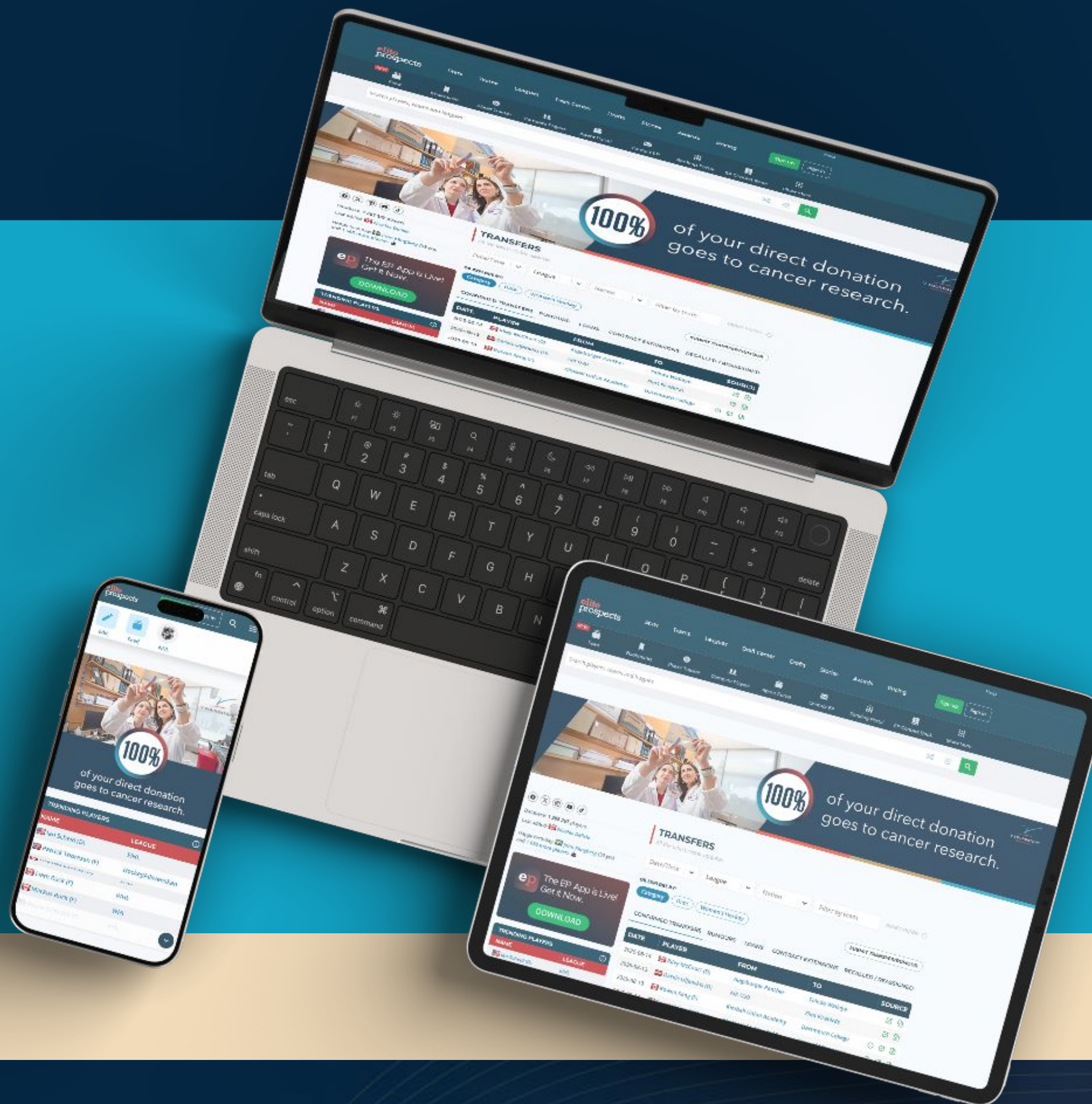




INFILLION



responsiveads



## Want Results like this?

- High-impact creative doesn't have to come with high CPMs.
- Fully responsive formats like the **Fluid 250** drive real engagement and conversion — not just impressions.
- Programmatic and creative innovation together can unlock premium visibility, efficiency, and performance.

FREESTAR

DAILY BEAST

PMC

Aditude



### Ready to fill every frame with impact?

Let's create high-impact responsive content together

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