

# ShowHeroes Achieves Record-Breaking Digital Video and CTV Advertising Performance with Happydemics

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ShowHeroes, a global leader in digital video and CTV solutions, celebrated exceptional achievements during 2024 across digital online video (OLV) and Connected TV (CTV) advertising, as validated by industry-leading performance metrics from [Happydemics](#). These results highlight ShowHeroes' innovation in delivering impactful advertising solutions, consistently outperforming industry benchmarks in steady markets like the UK and Germany, and rapidly growing markets like Brazil and Mexico.

Excelling in key verticals such as Electronics, Lifestyle & Retail, and FMCG, ShowHeroes achieved Happydemics impact scores significantly above average year-over-year, further solidifying the company's reputation as a trusted partner for leading brands in high-demand categories throughout EMEA and LATAM.

Germany, the UK, Brazil, and Mexico, are the top four ShowHeroes markets that achieved the highest impact scores in 2024 compared to 2023, with Brazil achieving a full 9-point increase above the total overall Happydemics benchmark metrics.

Part of these high overall impact scores are thanks to the **ShowHeroes Branded Player** which is redefining the landscape, delivering superior results for all brands ShowHeroes has worked with throughout 2024. ShowHeroes increased the use of Branded Players on both CTV (+19%) and OLV campaigns (+33%) in 2024 compared to the previous year, and in return, achieved an incredible **uplift in brand attribution** compared to traditional video formats, proving its unmatched ability to connect brands with audiences. Branded Player formats outperformed on attribution scores by over 17% compared to other ad formats.

More importantly, ShowHeroes also saw a significant increase in overall ad performance outside the Branded Player format with online video campaigns, reflecting the broader success of its comprehensive video strategy. ShowHeroes effectively **drives purchase intent** through its online videos showcased by the **10% increase** above HappyDemics benchmarks. There were

overall higher performance metrics scores for all ShowHeroes OLV campaigns compared to the previous year with particularly higher performance in Ad Recall, Attribution, Brand Image, and Consideration.

Across its CTV campaigns, ShowHeroes achieved exceptional impact scores higher than the Happydemics' media benchmark with an impressive **7% increase in ad recall** compared to benchmarks and a **4% increase in attribution**, solidifying its position as a market leader in CTV.

"We are delighted to see these outstanding results, especially in CTV and OLV," said Steven Filler, ShowHeroes Country Manager UK. "The success of our Branded Player ad format underscores our commitment to creating innovative and effective advertising solutions. These achievements reflect the incredible work of our teams and our valuable partnership with Happydemics."

**Virginie Chesnais, CMO at Happydemics**, added, "ShowHeroes' ability to achieve such remarkable Impact Scores and brand attribution uplifts, is a testament to their innovative approach and dedication to driving real value for brands. We are proud to collaborate with them on this journey, by providing actionable brand metrics that confirm the effectiveness of their strategies."

ShowHeroes' reach was felt globally, with outstanding results in Mexico in the Puma campaign with Havas. ShowHeroes campaigns in Mexico averaged an impact score of 71 (out of 100) according to Happydemics, with three of the top five campaigns carried out in this region.

"We are very pleased to have led the performance in BLS (Brand Lift Study) during 2024 with our CTV campaign for Puma-Sustain in August 2024. It achieved excellent results with an impact score of 100 and achieved a unique connection with our audience" said **Alexis Perez, Digital Planner/Manager of PUMA at Havas**.

As digital advertising evolves, ShowHeroes remains committed to driving innovation and measurable results for its partners. The collaboration with Happydemics underscores this dedication, as both companies continue to redefine the boundaries of impactful digital advertising into 2025.

## About ShowHeroes

ShowHeroes is a global leader in delivering sustainable and innovative digital video advertising and CTV solutions that create meaningful connections between brands and consumers, ensuring impactful media experiences.

As a co-publisher to leading online media outlets, the company upholds editorial excellence across a network of close to 2 bln unique users and almost 80 bln views per month (total/ across all channels), promoting quality journalism from the most reliable information and entertainment sources.

With a privacy-first approach, ShowHeroes' video solutions and semantic targeting technology, paired with matched video content, drive value and relevance for both users and advertisers.

Founded in 2016 by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner with headquarters in Berlin, the company launched ShowHeroes Group in 2020.

Composed of its core brand ShowHeroes, production entity ShowHeroes Studios, performance marketing solutions provider Agon Digital, and The Digital Distillery, a networking event and content platform, the group employs 400 people worldwide with operations in 25 markets throughout Europe, LATAM, the US, and Asia.

According to Deloitte, ShowHeroes Group is one of the 50 fastest-growing technology companies in Germany and was awarded the "Technology Fast 50" prize in 2021, 2022 and 2023. For the Financial Times' "FT 1000" 2023, which ranks Europe's fastest-growing companies, ShowHeroes Group is in the top 60 companies overall, second in Germany for growth, and third in the advertising and marketing sector.

More information on [showheroes.com](https://showheroes.com)

## About Happydemics

Founded in 2015 by Tarek Ouagguini, Happydemics has become a recognized trusted third party in advertising performance measurement. Its Brand lift solution enables adtechs, DSPs, agencies, and ad players around the world to prove the real impact of multichannel media investments DOOH, CTV, VOL, audio, in-game, and display, with exposed audiences. Thanks to a unified, privacy-friendly approach and full-funnel analysis, Happydemics provides transparent, actionable insights, making it the key partner for maximizing campaign profitability.

More information on [happydemics.com/en](https://happydemics.com/en)