Benefit Media Group and madSense Harness AI Precision to Triple Impressions for Tel Aviv Tourism CTV Campaign

Trusted Media Alliance customer turns one two-minute Tel Aviv film into a multi-length CTV campaign: 3x projected impressions, 2.1M completed views, 99% VCR.



Benefit Media Group

TEL AVIV, ISRAEL, September 9, 2026 /EINPresswire.com/ -- Benefit Media Group today announced the exceptional results of its Connected TV (CTV) campaign promoting Tel Aviv to premium U.S. audiences. As a strategic customer of the Trusted Media Alliance—the industry coalition dedicated to direct, transparent, and fraud-free digital media supply—Benefit Media partnered with technology leader madSense to unlock maximum campaign efficiency and audience engagement.

> As a strategic customer of the Trusted Media Alliance, we demand absolute transparency, brand safety, and measurable performance for our clients”
>
> *Yotam Kassif, CEO, Benefit Media Group*

Faced with an ambitious two-minute long-form film from the client, Benefit Media's agency specialists collaborated with madSense's explainable AI platform to dynamically fragment the core creative into a multi-length format suite. Ranging from high-impact 15-second cutdowns to full 120-second immersive storytelling units, this strategic optimization tripled media productivity—delivering 300% (3x) of the originally projected impressions across premium CTV inventory.

The flight delivered over 2.1 million completed views across top-tier platforms (including Samsung TV, VIZIO, Roku, Tubi, and Pluto TV) at a 99% video completion rate. Driven by the Alliance's clean supply paths and precision audience targeting, the campaign created a powerful halo effect beyond the TV screen, driving a major surge in social media traffic for the client and generating a measurable increase in positive online

narrative.

"As a strategic customer of the Trusted Media Alliance, we demand absolute transparency, brand safety, and measurable performance for our clients," said Yotam Kassif, CEO of Benefit Media Group. "By pairing our media expertise with madSense's advanced AI capabilities, we transformed a single two-minute video into an agile, multi-length CTV engine. Tripling our impression yield while sparking a direct surge in social conversation proves the power of combining premium supply infrastructure with intelligent media execution."

About Benefit Media Group
Benefit Media Group is a Tel Aviv-based media group. Within the group, Benefit Media is one of the largest media agencies in Israel, working with local brands, including technology companies with a global footprint. Benefit Media Group is headquartered at 156 Menachem Begin St., Tel Aviv, and online at www.benefit.media.

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