

CASE STUDY

The Hard Deadline—Why Post-Campaign Refunds Can't Save a Stalled Campaign

The Challenge: You Can't Buy Back a Missed Opportunity

For industries with a hard expiration date—such as political campaigns, product launches, or “Black Friday” events—standard fraud protection is fundamentally broken. If a candidate loses an election on Tuesday, or a retailer misses their Cyber Monday targets, a “post-spend refund” from a DSP 90 days later is worthless.

In these high-stakes windows, the cost of fraud isn't just the 15% of the budget that was stolen—it's the **15% of the target audience that was never reached**. For a CTV advertiser paying a \$28 premium to secure the “big screen” in the final week of a campaign, every fraudulent impression represents a household that was left uninfluenced at the most critical moment.

The Solution: Upfront Reach Insurance

By using Real Impression's Verified Devices to filter the audience before the campaign launches, advertisers move from reactive recovery to proactive protection. Instead of waiting months for a credit, you ensure that 100% of your high-value CTV budget is talking to real, human voters or shoppers while the window of opportunity is still open.

The Math: CTV at a \$28 CPM

Because the math is so skewed in favor of the advertiser, protecting a time-sensitive flight is a mandatory operational step.

Monthly CTV Budget	Calculation	Value
Media Investment	\$10,000 Flight	357,143 Impressions
Cost of Real Impression	\$0.32 CPM	\$114
Rescued Media (15% Fraud)	15% of Budget	\$1,500
Annual Cash Gained	Net Monthly x 12	\$16,632

The Conclusion

At a \$28 CPM you are spending \$114 to ensure that \$1,500 of your budget reaches real humans. In a “hard deadline” scenario, of course you are going to do this. The \$114 investment is a negligible cost to guarantee your message actually lands when it matters most.

Ready to make a Real Impression?

Have a question or want to start working with us? Get in touch with us today!

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