Transform

1Q 2022 – First Edition

Today's Innovations in Measurement

Real-world case studies from industry innovators

VAB Insights. Inspiration. Impact.

VAB Measurement Innovation Task Force

TV Measurement is critically important for marketers, and often holds the key to business growth.

However, keeping up with the ever-evolving complex ecosystem of innovative platforms, tools, devices and services can be challenging. To help navigate, the VAB, in collaboration with our Measurement Innovation Task Force, is launching a quarterly educational series entitled **Today's Innovations in Measurement.**

The focus of this new **quarterly series** is on **case studies** - giving you real-world examples of how brands are successfully adding new ways of measuring their video campaigns to optimize and more effectively gauge success.

VAB

What You'll Learn…

► How brands are utilizing innovative, modern measurement approaches to maximize the effectiveness of their campaigns and achieve better outcomes

► Be inspired by the insightful analysis and learnings revealed in these **13 real-world examples** from across major product categories like automotive, QSR, pharmaceutical and CPG

► The 8 considerations to keep in mind as you evaluate and add new solutions to your measurement plans

Join us for this week's VAB **Measurement Innovations Series**

See these case studies brought to life in **daily 30-minute webinars**. Listen to industry leaders as they review their capabilities and case studies, as well as highlight key learnings. **You'll find inspiration and get a "behind the scenes look" at** how marketers are igniting brand growth through measurement.

Can't make it? No problem! Simply register, as all registrants will be emailed a link to the recording to view on demand.

Register Here

With a renewed sense of urgency, buyers and sellers are partnering across measurement providers and platforms to track today's modern cross-platform viewer

dentsu

"The greater goal of **true cross screen measurement that focuses on strategic audiences and outcomes** is the appropriate north star to focus on."

- Dave Sederbaum, EVP, Head of Video Investment, Dentsu
(Adweek, 12/22/21)

Paramount · dentsu · VIDEOAMP

ViacomCBS, Dentsu Partner on VideoAmp Data Trials With OpenAP's New XPm Framework

Adweek, 12/16/21

Discovery · OMG Omnicom MediaGroup · VIDEOAMP · comscore

Discovery Joins Omnicom, Comscore, VideoAmp To Develop New TV Ad Currencies

MediaPost, 2/23/22

Disney · SAMBA TV · comscore · Nielsen

Disney Working With Samba TV, Comscore, Nielsen on Measurement

Broadcasting + Cable, 3/1/22

NBCUniversal · iSpot.tv

NBCU, iSpot.TV Strike Deal to Test Measurement Alternative Using Olympics, Super Bowl

Variety, 1/13/22

Disney · MAGNA · Nielsen

Alpha Version of Nielsen One Launches With Disney, Magna

Broadcasting + Cable, 12/21/21

MEDIAHUB

"The marketplace dynamics (too little supply and too much demand) facilitated the transition beyond age/sex/demo, as buyers needed to create/accept alternative solutions to secure inventory. I believe this is a positive shift for our business as **there are strong viable metrics that can improve our client's business.**"

- Carrie Drinkwater, Chief Investment Officer, Mediahub
(Adweek, 12/22/21)

Crown Media FAMILY NETWORKS · iSpot.tv

Crown Media Inks Ad-Measurement Deal With iSpot.tv For Reach, Attention Metrics

MediaPost, 3/15/22

MAGNA

"The measurement issue didn't necessarily get 'tackled' but it is getting 'addressed.' We have more questions than answers, but conversations are now happening across both sides of the desk. What is really interesting is the challenge between **how a campaign is measured vs. how it is traded.**"

- Dani Benowitz, U.S. President, Magna Media Group
(Adweek, 12/22/21)

VAB

In this first edition of our series, we showcase real-world case studies from eight innovative measurement companies

Click the logos to go to each company's website homepage to learn more about their measurement solutions.

VAB

The case studies span 10 major product categories, from automotive and CPG to online delivery services and QSR
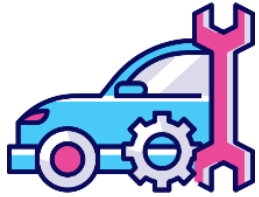
Automotive

Automotive E-commerce

Casual Dining

CPG

Entertainment

Home Appliances

Non-Profit

Online Delivery Service

Pharma / Health care

QSR

VAB

8 Performance Objectives for Marketers:

Most marketers are seeking accurate measurement for one (or more) of the following:

Maximize incremental reach	**Understand delivery against advanced audiences**	**Achieve an accurate audience count across all platforms**	**Target audience optimization**
Understand audience duplication across platforms	**Grow competitive share of voice (SOV)**	**Manage frequency**	**Gain insights on the interplay between linear TV & streaming (Convergent TV)**

VAB

Category:

Entertainment

Challenge

▶ Pursuit Channel needed to win business away from their closest TV network competitor by proving their audience garnered superior reach, engagement, and incremental viewing metrics against niche automotive segments

Audience Measurement Innovation

▶ Pursuit leveraged Comscore TV's national reporting and automotive **Advanced Audiences (AA) data** to prove their network delivers an incremental audience of outdoor enthusiast viewers who have a higher index of intent to buy both new and used pickups/SUVs compared to their competitor's viewers

Target Segment

▶ Total Network Audience (Pursuit vs. Network B)

▶ Audience by Top 3 programs

▶ Mid-sized truck buying intenders**

Learnings

▶ Pursuit Channel won the automotive account away from their competitor because they were able to show their network reaches a continuously engaged audience of more likely auto purchase intenders

Company / Viewing Source / Media Type

▶ Comscore **/** Set-Top Box **/** National Linear TV (Pursuit outdoor enthusiast network vs. competitive national network)

Comscore helped prove a network garnered higher reach, engagement and incremental viewing in a niche automotive segment

Pursuit won an auto account away from competitive Network B by proving:

Audience is more likely to be in-market for new or used pickups and SUVs

283 Index
For intent to buy a **new** full-size pickup truck

261 Index
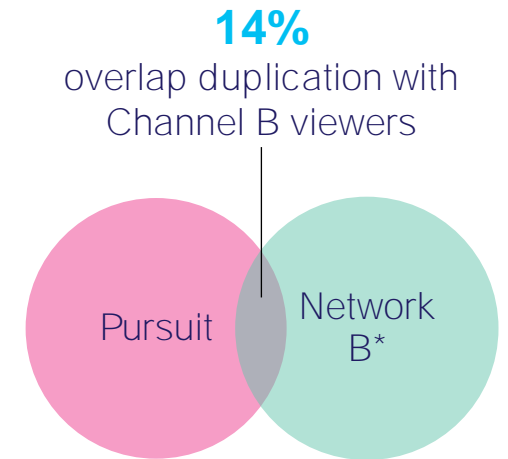For intent to buy a **used** full-size pickup truck

Continuous Second-by-Second Engagement Levels

Top three programs revealed live AA metrics **remained consistent** throughout entire broadcast of the program, suggesting that viewers stayed engaged during ad spots

For example, the average Live AA of DeerTech TV show, which airs between 10 - 10:30 am was **14,903** viewers

• **Lowest AA:** 10:00 a.m. (**12,864**)
• **Peak AA:** 10:25 a.m. (**16,003**).

Low audience overlap = strong opportunities to reach incremental viewers

14%
overlap duplication with Channel B viewers

Pursuit   Network B*

comscore

VAB

Category:

Automotive

Actionable insights from Samba TV enabled a major auto marketer to more effectively balance their digital vs. TV strategy

Challenge

▶ A major automotive brand wanted to understand the interplay between their Linear TV and Digital media, seeking insights to increase efficiency & impact

Audience Measurement Innovation

▶ Samba TV's **True Reach and Frequency (TRF) measurement** provided insights into how the campaign performed across TV and Digital tactics, ultimately supporting the need for more balanced digital vs. Linear TV media mix going forward
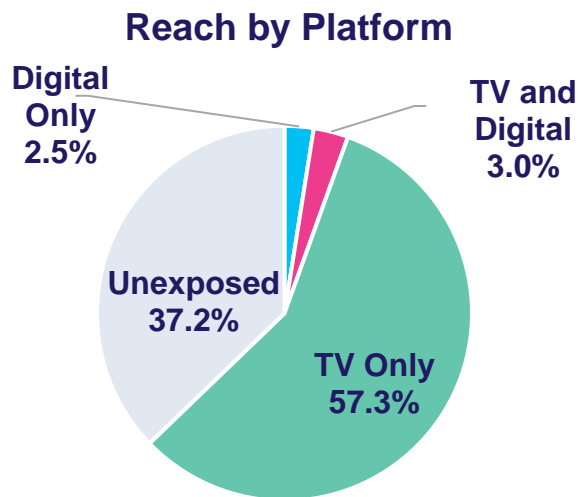
Target Segment

▶ U.S. HHs

Learnings

▶ **45%** of Digital-**delivered HH's were incremental to** the campaign (high unique reach factor)

▶ Digital delivered a CPIR* **1/10th the cost** of Linear TV

▶ Within TV, Hispanic Networks delivered a far greater share of unique vs. duplicated audiences

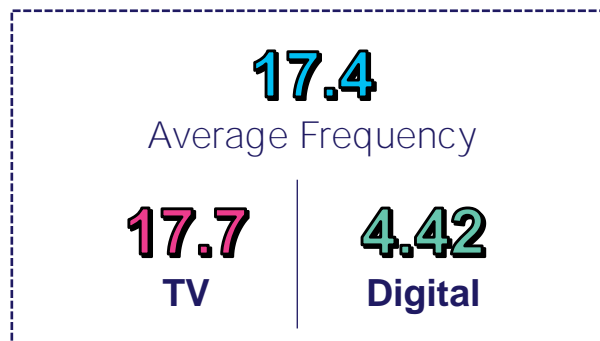▶ Linear TV vs. Digital frequency required balancing

Company / Viewing Source / Media Type

▶ Samba TV **/** Automated Content Recognition (ACR) **/** Linear, CTV, Online Video

Enabled by Samba TV's True Reach & Frequency Measurement & Dashboards

Reach by Platform

Digital Only 2.5%

TV and Digital 3.0%

Unexposed 37.2%

TV Only 57.3%

17.4
Average Frequency

17.7
TV

4.42
Digital

Share of Incremental vs. Overlap Digital Reach

TV and Digital 55%

Digital Only 45%

2.6MM
Digital Only Exposed HHs
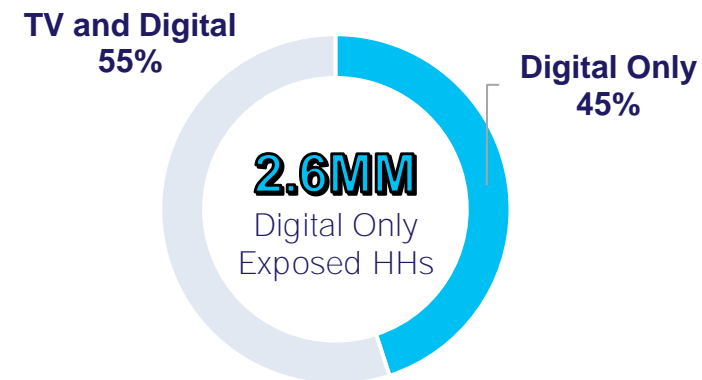
Top Networks by Unique Reach

TV Detail	Reach	Unique Reach	Unique Reach Share
NBC	28,286,023	1,751,358	6%
CBS	25,899,821	1,589,257	6%
ABC	21,483,541	1,100,623	5%
TNT	17,724,140	935,662	5%
FOX	17,352,810	866,204	5%

Top Networks by Unique Reach Share

TV Detail	Reach	Unique Reach	Unique Reach Share
UNIVIS	613,779	170,500	28%
GALAV	442,982	114,796	26%
TELEMUND	248,084	48,337	19%
UNIMAS	52,724	8,469	16%
MSNBC	2,098,703	156,066	7%

Source: Samba TV, Automotive Case Study. Campaign time period: February – June 2021. *Cost per incremental reach.

SAMBA TV

Category:
Casual Dining

A casual dining brand utilized 605 to understand & measure audience reach and composition across video platforms

Challenge
► A casual dining brand wanted to understand and measure audience reach and demographic composition across TV and digital platforms

Audience Measurement Innovation
► 605 utilizes a custom weighting methodology designed to account for incomplete exposure datasets (due to digital tracking & ID resolution) and platform biases, enabling 605 to holistically measure & project national reach across individual and overlapping platforms

Target Segment
► A18+, A21+, A18 34, A18-49

Learnings
► The data-driven linear live campaign (TV C3) reached more households vs. national live and served a higher frequency of impressions to those HHs

► TV & digital platforms (O&Os and digital TV*) reached mostly distinct audiences. Only **18.7%** of households reached on digital platforms were also reached on TV

► Households reached on Live+7 linear were about 2x as likely to be reached on Digital O&O* than those reached on live TV

Company / Viewing Source / Media Type
► 605 **/** Automated Content Recognition (ACR), Set-Top Box **/** Linear TV

Overview Of Platform Overlap For Each Target Segment

Reach *(thousands)*

18+

Target Segments	Platform	Digital TV	Digital O&O	TV C3
	Digital TV	**58.4**		
	Digital O&O	1.9	**1,094.4**	
	TV C3	10.1	203.4	**31,867.4**

Average Frequency

	Digital TV	Digital O&O	TV C3
	2.0		
	7.7	**3.8**	
	6.2	8.6	**4.6**

18-34

Platform	Digital TV	Digital O&O	TV C3
Digital TV	**29.3**		
Digital O&O	1.0	**648.5**	
TV C3	5.2	127.9	**14,764.3**

	Digital TV	Digital O&O	TV C3
	2.0		
	8.2	**3.8**	
	6.2	8.5	**4.6**

18-49

Platform	Digital TV	Digital O&O	TV C3
Digital TV	**42.8**		
Digital O&O	1.5	**884.5**	
TV C3	7.5	168.8	**21,733.1**

	Digital TV	Digital O&O	TV C3
	2.0		
	7.4	**3.8**	
	6.3	8.5	**4.5**

Source: 605, Case study: *Campaign for Casual Dining / Take Out.* Campaign time period: 10/21/2019 – 12/30/2019. *Digital O&O (Owned & Operated) refers to ads placed on digital properties (i.e., apps) vs. digital TV which is more akin to linear TV viewed through web or app.

Category:

Entertainment

NBC leveraged Conviva's continuous, census level measurement to understand de-duplicated reach for key tentpole events

Challenge
▶ NBC was looking for new measurement solutions to accurately capture their total audience for the Super Bowl and Winter Olympics

Audience Measurement Innovation
▶ NBC leveraged Conviva's measurement and their **HH identifier** that allows them to understand de-duplicated reach on streaming by accounting for scenarios like a single household viewing events across multiple apps
▶ Conviva data is collected directly from the video player and **acts as a publisher's proprietary first**-party data, capturing everything that happens during a video session, including both content and ad breaks

Viewing Segment
▶ Super Bowl and Winter Olympics Viewers

Learnings
▶ NBC was able to:
  ▶ Better understand behaviors of HHs tuning into the events, including how many devices per HH were streaming & what content they were watching
  ▶ Get a deduplicated, cross-platform measurement of their audience across streaming & linear*
  ▶ Provide advertisers with next-day ad delivery reports

Company / Viewing Source / Media Type
▶ Conviva, iSpot, NBCUniversal **/** SDK built into Video Player (Stream Sensor) **/** OTT, CTV, Mobile, Tablet, Desktop, Connected Devices

---

Leveraging continuous, census-level measurement, NBC measured:

Streaming Audience

10.5MM
Super Bowl Average Streaming Minute Audience

8:25PM
Time of peak viewership during Super Bowl

+279%
Increase in streaming activity during the Olympics opening ceremony
vs. 2018 opening ceremony

Streaming Audience by Device & Composition

78.4%
of Peacock viewing for the Super Bowl occurred on televisions with Roku, Samsung TV and Amazon Fire TV accounting for 68.5% of big screen viewing share

70.1%
of those streaming the Super Bowl came **from 'cord cutters' or HHs without** bundled pay TV service

---

Source: Conviva, Case study: *Conviva Partners with iSpot to provide NBC deduplicated measurement for the Olympics and Super Bowl.* Campaign time period: February 2022. *Using iSpot.TV for linear TV data, NBC matched Conviva's Stream ID with iSpot's identity to get a deduplicated view of consumption across all platforms.

Category:

Automotive

An automotive brand utilized 605 to understand which platforms drove the highest engagement via website visits

Challenge
▶ An auto brand wanted to understand which tactics from their cross-platform campaign have an impact on driving consumers to website pages specific to a new car model

Audience Measurement Innovation
▶ To determine causal impact, 605 utilized a **"Matched Control"** to remove outside influences and biases. This is done by applying machine learning methods to match each "treated" household to unexposed households that compose a "Matched Control" group

Target Segment
▶ Conversion was measured both for any page on the Auto website, and at the page level for five distinct model-related pages
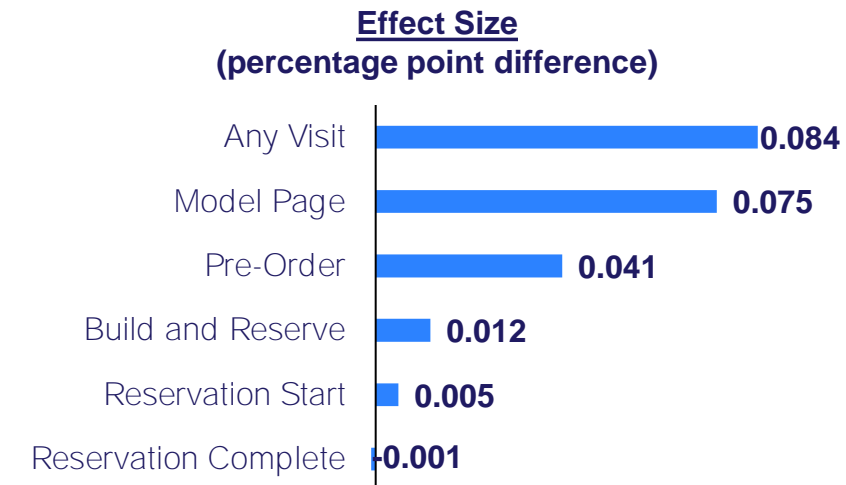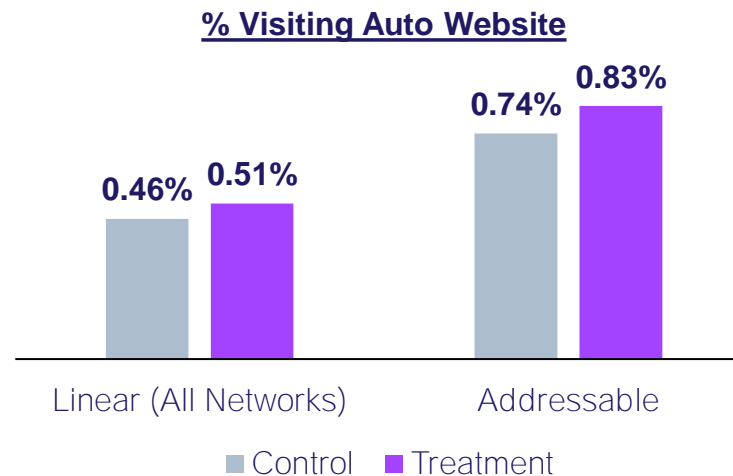
Learnings
▶ The national linear campaign drove a **+12%** increase in website visitors. On top of this, cross platform targeted ads produced an additional **+11%** increase, indicating that the campaign is driving even further conversions
▶ Out of all three platforms, OLV drove the highest engagement with **+>100%** lifts across most pages. Digital delivery increased digital engagement with the brand
▶ Exposed households that converted tended to be younger, highly educated, and earn higher incomes

Company / Viewing Source / Media Type
▶ 605 **/** Automated Content Recognition (ACR), Set-Top Box **/** Linear TV, Addressable, Addressable VOD, Digital

Platform	All Reached Households					Uniquely Reached Households		
	Impressions	Reach	% Reach Overall	% Reach per Platform	Average Frequency	Unique Reach	% Unique Reach	Average Frequency
Full Campaign	2,832,587	660,435	16.5%	—	4.3	—	—	—
Addressable Linear	1,247,772	422,678	10.5%	22.5%	3.0	360,348	85.3%	2.9
Addressable VOD	1,226,973	250,710	6.2%	6.9%	4.9	188,544	75.2%	4.9
OLV	357,842	49,577	1.2%	14.0%	7.2	49,074	99.0%	7.2

% Visiting Auto Website

	Control	Treatment
Linear (All Networks)	0.46%	0.51%
Addressable	0.74%	0.83%

■ Control ■ Treatment

Effect Size
(percentage point difference)

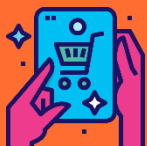|	
Any Visit	**0.084**
Model Page	**0.075**
Pre-Order	**0.041**
Build and Reserve	**0.012**
Reservation Start	**0.005**
Reservation Complete	**-0.001**

Source: 605, Case study: *Campaign for Automotive Brand.* Campaign time period: 4/5/2021 – 6/13/2021. OLV = online video. Percentage point differences are compared to the matched control group.

6IX0ERO5IVE

VAB

Category:
Online Delivery Service

TVSquared by Innovid's cross-platform TV measurement solution was utilized by an online service to extend reach and increase SOV

Challenge
▶ With a partnership base that will soon exceed 5,000 retailers, an online delivery service needed a strategy that would get their message above the noise of their competitors and make it as far-reaching and effective as possible

Audience Measurement Innovation
▶ Always-on, cross-platform insights from **TVSquared by Innovid** enabled the advertiser to track and act on its audience reach across platforms to maintain efficiencies and improve ROI

Target Segment
▶ Men 25-54

Learnings
▶ While CTV only represented **4%** of total impressions, and **5%** of reach, the audience reached across streaming was **87%** unique to linear, opening the doors to **nearly 30,000** first time customer purchases

▶ Insights found that the level of app engagement was **over 60%** higher than web, and the media mix strategy resulted in a remarkably efficient cost per response (CPR). OTT's CPR came in **25**% lower and contributed a **22%** increase in responses

Company / Viewing Source / Media Type
▶ TVSquared by Innovid **/** Smart TV, ACR **/** Data-Driven Linear TV, CTV, OTT

Cross-platform strategy provided e-commerce advertiser with the reach to stay on top of this competitive category

Total Reach:	**500MM+ Impressions** **20MM+ HHs** *(average per month)*
Web & App Visits:	**1.7MM+**

Share of Reach

CTV 5%

LINEAR 94%

1% overlap
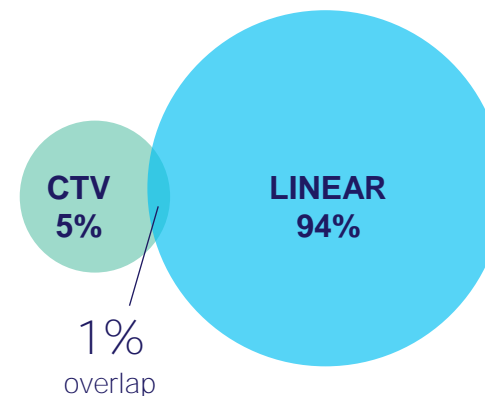
CTV Unique Reach: 87%

Source: TVSquared by Innovid, Case study: *Converged TV Campaign Extends Reach for Online Delivery Service.* Campaign time period: April – September 2021. SOV = Share of Voice.

tvsquared by INNOVID

VAB

Category:

Automotive

Samba TV provided real-time measurement to an auto manufacturer so they could optimize incremental reach vs. Linear TV

Challenge
► A major auto manufacturer sought to offset Linear TV over-frequency and maximize incremental reach to avoid oversaturating targeted viewers

Audience Measurement Innovation
► Samba ACR data was used to create reach-enhancing audiences for addressable CTV targeting
► As the client's linear TV and CTV campaign rolled out, Samba's **Incremental Reach Measurement Dashboard** enabled a real-time view of the incremental delivery of various target audiences and tactics, enabling dynamic in-campaign target and tactic optimization

Target Segment
► Multiple custom unexposed and light-viewing target cohorts

Learnings
► Achieved live and dynamic understanding of unreached (and over-reached) audiences, enabling optimization of media spend/allocation
► Campaign delivered **95%** incremental impressions and **+6.9%** incremental omni-screen reach

Company / Viewing Source / Media Type
► Samba TV **/** Automated Content Recognition (ACR) **/** Linear, CTV, Online Video

*over **90% of CTV measured as incremental to client's Linear TV campaign***

Type	TV Only			TV + Digital			Incremental Reach		
	Households	Impressions	Frequency	Households	Impressions	Frequency	Households	Impressions	Frequency
Total	21,364,870	61,020,021	2.86	76,780	589,772	7.68	1,485,450	11,820,047	7.96
CTV	-	-	-	68,891	300,752	4.37	1,362,666	10,428,901	7.65
Game Console	-	-	-	97	195	2.01	1,235	5,047	4.09
Mobile	-	-	-	777	2,013	2.59	13,968	56,645	4.06
Traditional TV	21,364,870	61,020,021	2.86	76,780	252,816	3.29	187,561	444,546	2.37
Unknown	-	-	-	7,516	33,996	4.52	132,715	884,908	6.67

Source: Samba TV, Automotive Case Study. Campaign time period: November 2021.

Category:

Pharmaceuticals / Health care

A pharma & health care company leveraged Upwave's Brand Optimization capability to drive lift across both TV and digital

Challenge

► A leading pharmaceutical and health care company wanted to measure reach among both broad and niche audiences utilizing targeting criteria beyond age and gender

Audience Measurement Innovation

► The brand utilized Upwave's **Analytics Platform for Brand Advertising**, which enabled them to optimize and reallocate across channels and monitor reach, frequency and penetration rate within their specific target audience
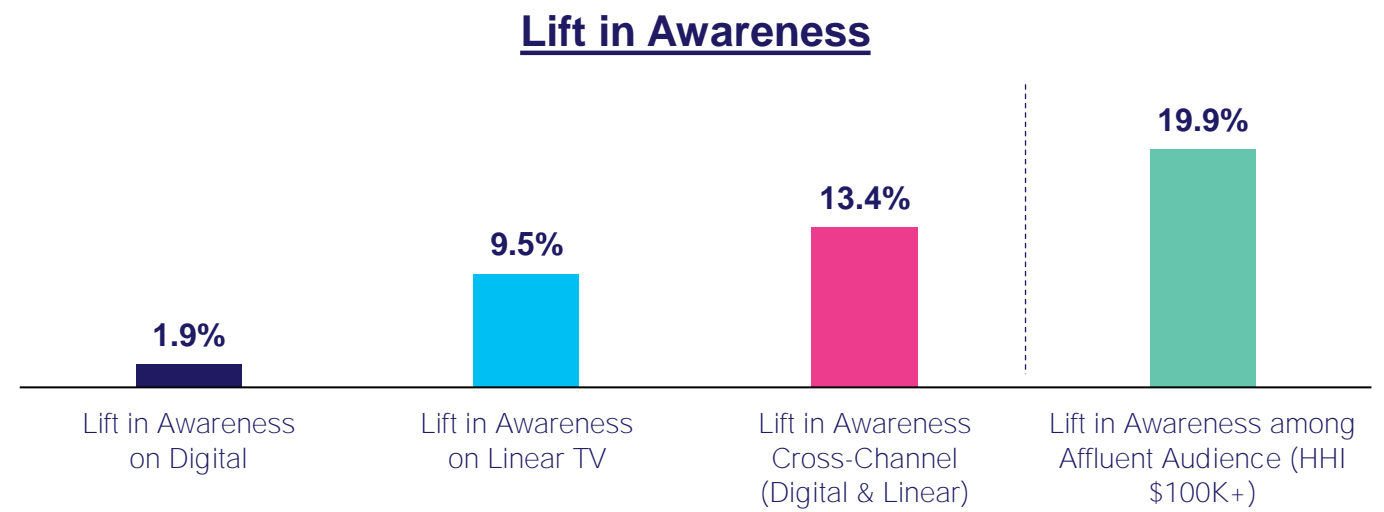
Target Segment

► HHI $100K+

► High-Level Job Title / Industry in Healthcare, Finance, Government

Learnings

► **Upwave's** Brand Optimization capability revealed that Digital alone was not as effective, running both TV and Digital together helped drive lift

► Campaign lifted awareness among **11.9MM** people, with the highest lift seem among affluent audiences

Company / Viewing Source / Media Type

► Upwave **/** ACR, Event Tags **/** Linear TV, Digital (Display, Mobile, Desktop)

11.9MM
People with Lift
in Awareness

521MM
Total Digital
Impressions

4.2B
Total TV
Impressions

2.5X
More likely to reach those in the Hospital Leadership sector

3X
More likely to reach those in the Government sector

5X
More likely to reach those in the Finance sector

1.5X
More likely to reach VP-level audience via Linear TV

Lift in Awareness

1.9%	9.5%	13.4%	19.9%
Lift in Awareness on Digital	Lift in Awareness on Linear TV	Lift in Awareness Cross-Channel (Digital & Linear)	Lift in Awareness among Affluent Audience (HHI $100K+)

Source: Upwave. Campaign time period: May – December 2021. Comparisons based against a representative control group.

Upwave

Category:
Automotive E-commerce

Challenge
▶ In order to maximize ROAS, one of the largest used vehicle retailers in the US, DriveTime needed deeper insight into incremental results at the network level, as well as optimal frequency before diminishing returns

Audience Measurement Innovation
▶ Using **iSpot.tv's Integrated User Level Data (IULD)**, DriveTime tied linear TV ad exposures to conversion events at the individual device level and tallied the number of impressions per device

▶ Through a lift analysis using an unexposed control group, iSpot.tv calculated incremental conversion events aligned to frequency of impressions

▶ Spend and conversion rates at the individual network level was also looked at to calculate the Cost Per Incremental Visit (CPIV), also mapped to frequency

Target Segment
▶ Any potential DriveTime customer segment

Learnings
▶ The first linear TV ad impression had the highest incremental response rate at **60%** with the incremental response rate diminishing as frequency increases

▶ The rate at which TV ad response decreases as frequency increases was calculated to determine optimal frequency for each TV network

Company / Viewing Source / Media Type
▶ iSpot.tv **/** Smart TV **/** Linear TV

---

iSpot.tv's user level data enabled DriveTime, an auto e-retailer, to optimize frequency and boost their Return on Ad Spend (ROAS)

Incremental Response Calculations – Bounce TV Network (w/o 2/14/22) example

The first linear TV ad imp has the highest incremental response rate at 60% (160 index)

Frequency						
Base	**Incremental**	**Total**	**Response Index**	**Baseline Index**	**Lift**	**TV Count**
0	1	1	160	100	60	7,543
0	2	2	186	100	86	2,976
0	3	3	205	100	105	1,869
1	1	2	186	160	26	2,523
1	2	3	205	160	45	1,128
1	3	4	220	160	60	662
2	1	3	205	186	19	1,572
2	2	4	220	186	34	666
2	3	5	233	186	48	436
3	1	4	220	205	15	1,060
3	2	5	233	205	29	398
3	3	6	244	205	39	271
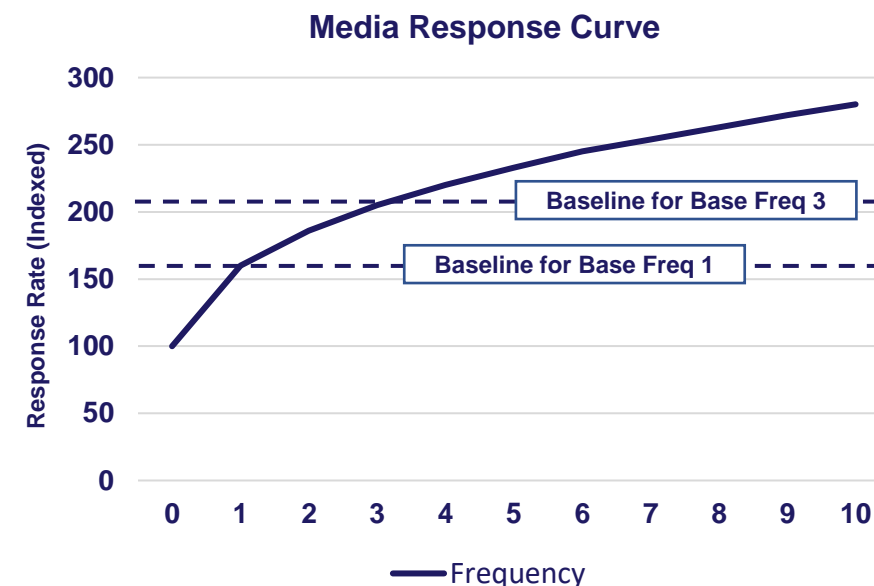
Base Frequency: Impressions delivered through other networks (not Bounce)
Incremental Frequency: Impressions delivered through Bounce
Total Frequency: Sum of the previous two

iSpot IULD Impressions: 135k
Distinct Devices: 40k – 3.5 Avg Frequency
Audience Size: 160k – 25% Reach

Media Response Curve

Baseline for Base Freq 3
Baseline for Base Freq 1
Response Rate (Indexed)
Frequency

Source: iSpot.tv, case study: *DriveTime x iSpot.TV*. Campaign time period: Q1 2022. Conversion events are driven by website traffic.

Category:
Consumer Packaged Goods

Challenge
► A major CPG brand was experiencing diminishing returns in offline sales lift once consumers were exposed past a frequency of 10. The overexposure represented 15 MM HHs per quarter, highlighting a need to optimize media spend in order to mitigate sizable waste

Audience Measurement Innovation
► The brand worked with LiveRamp in order to identify actionable areas to redirect linear TV overexposure (see footnote for more details*):
  ► Built & activated audiences to suppress digital exposure across OTT impressions for households heavily exposed to linear ads
  ► Inversely, those OTT impressions were redirected to households with less or no linear ad exposure

Target Segment
► All households

Learnings
► Suppressing overexposed linear audiences led to more effective cross-screen outcomes across OTT/CTV (see charts on the right side)

Company / Viewing Source / Media Type
► LiveRamp, Data Plus Math (D+M) **/** ACR, Ad Log Integration **/** National Linear TV, OTT

LiveRamp partnered with a CPG brand to increased their cross-screen effectiveness by suppressing overexposed linear audiences

+176%

*Increase in Unique HH Reach
for the OTT Platform*

+86%

*Increase in ROAS***
for the OTT platform

Mostly sourced from Light / Medium TV Households that were previously harder to reach

Source: LiveRamp, Case study: *How a Major CPG Brand Increased Cross-Screen Effectiveness by Suppressing Overexposed Linear Audiences.* Campaign time period: 2Q 2021. Advanced TV Measurement: Data Plus Math. *Innovation Detail: Combining ad exposures from ACR data via Inscape partnership and ad logs integration with OTT publishers resolved to **RampID** & **HHID**, custom **segment creation activated on OTT based on HHs exposed to a previous quarter's brand national linear TV campaign schedule with** 10+ ad frequency from STB data via Comscore partnership, and x-screen projection scaling methodology. **Return on ad spend.

/LiveRamp

D+M | Data Plus Math

Category:
Non-Profit

TVSquared by Innovid helped a non-profit grow donations through cross-platform analytics that drove *audience exposure and incremental reach*

Challenge

▶ A non-profit organization wanted to grow donations by expanding the reach of their national media plan

Audience Measurement Innovation

▶ **TVSquared by Innovid** provided cross-platform analysis and actionable insights throughout a national converged TV campaign allowing the advertiser to monitor and optimize their campaign

Target Segment

▶ Women 35+

Learnings

▶ The converged TV campaign delivered more than **2 billion** impressions, with **18%** of reach across CTV platforms only

▶ The addition of CTV extended reach by **73%**, providing a totally unique opportunity to speak to prospective donors, who contributed **nearly 5,000** additional donations

▶ While the average frequency for linear was **16**, platform analytics demonstrated that the optimal was **6**, proving that the linear portion of the campaign was oversaturating this specific audience

    ▶ For CTV, the average exposure was **5**, but analytics showed that it had not yet reached the optimal frequency

Company / Viewing Source / Media Type

▶ TVSquared by Innovid **/** Smart TV, ACR **/** Data-Driven Linear TV, CTV, OTT

Expanding national media plan to include CTV delivers cross-platform audience exposure, incremental reach and donations
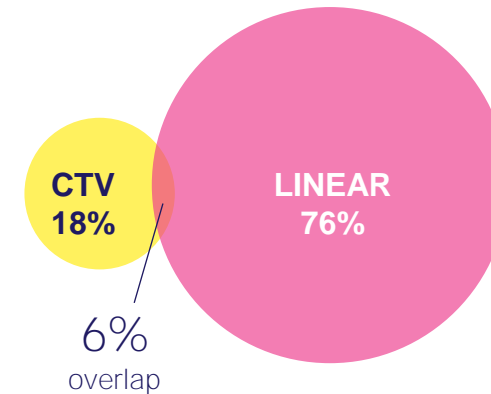
Total Reach: **2B+ Impressions**
35MM+ HHs
(average per month)

Share of Reach

**CTV
18%**

**LINEAR
76%**

6%
overlap

CTV Unique Reach:
73%

*campaign led to nearly 5K
additional donations*

tvsquared
by INNOVID

VAB

Challenge
► A major QSR brand needed to concretely identify how their key OTT/CTV partners overlapped with their linear TV buy

Audience Measurement Innovation
► LiveRamp helped the brand create a learning agenda based on their OTT/CTV partnerships (see footnote for more details*)

► Focused on the brand's most desired partners, the plan centered on YOY comparisons on how well each OTT/CTV partner drove incremental reach relative to complement their linear TV buy
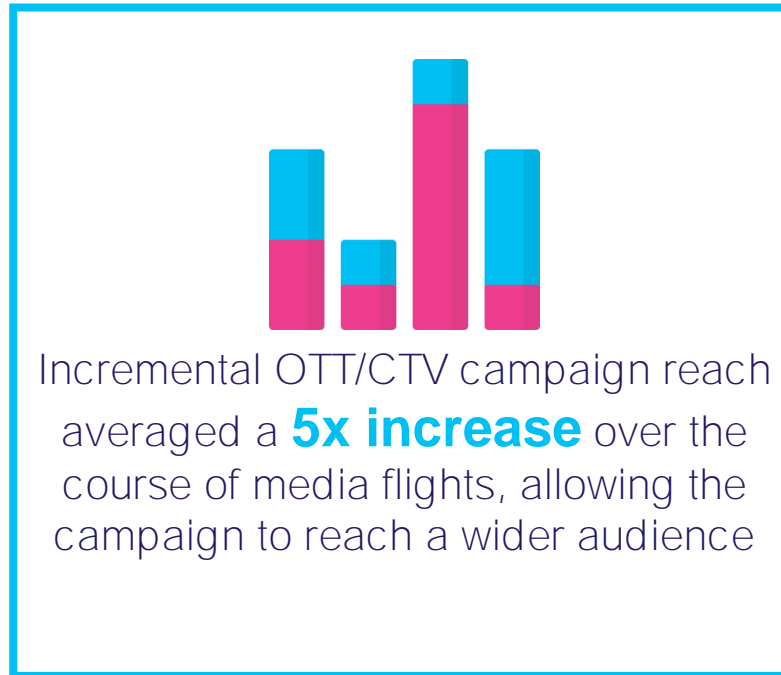
Target Segment
► All households

Learnings
► The brand gained the ability to better optimize toward incremental reach across OTT/CTV (see charts on the right side)

Company / Viewing Source / Media Type
► LiveRamp, Data Plus Math (D+M) **/** ACR, Pixel Integration **/** National Linear TV, CTV, OTT

LiveRamp partnered with a QSR brand to optimize their converged TV campaign in order to drive incremental reach

The brand gained the ability to evolve its linear media strategy to maximize its incremental reach across OTT/CTV

Incremental OTT/CTV campaign reach averaged a **5x increase** over the course of media flights, allowing the campaign to reach a wider audience

Eliminated wasted impressions going to HHs who had already seen their benchmark of **< 8** linear impressions per month

Source: LiveRamp, Case study: *How a Major QSR Brand Revised their Linear Media Strategy Toward Driving Incremental Reach With CTV/OTT.* Campaign time period: 9/28/2020-11/8/2020 & 11/9/2020-12/26/2020. Advanced TV Measurement: Data Plus Math. *Innovation Detail: Combining ad exposures from ACR data via Inscape partnership and D+M pixel integration with CTV/OTT publishers resolved to **RampID** & **HHID**, x-screen projection scaling methodology, custom report views to support insights agenda.

Category:

Home Appliances

A home appliance manufacturer employed Samba TV's deduplicated omniscreen insights to optimize their publisher selection

Enabled by Samba TV's True Reach & Frequency Measurement & Dashboards

Challenge

▶ A major home appliance manufacturer wanted to know whether their Digital Media spend was contributing its "fair share" of impact, and what publishers and tactics were over/under-performing

Audience Measurement Innovation

▶ Samba TV's **True Reach and Frequency (TRF) Measurement** provided insights into how the campaign performed across TV and Digital tactics

Target Segment

▶ U.S. households that include female adults

Learnings

▶ Digital-only delivered significant unique reach **(14.5%)**

▶ Television **(5.2)** frequency was appropriately balanced vs. Digital **(4.4)**

▶ Shopper-targeted Programmatic and Native tactics delivered the most significant unique reach

▶ ESPN and HGTV delivered the highest levels of unique reach
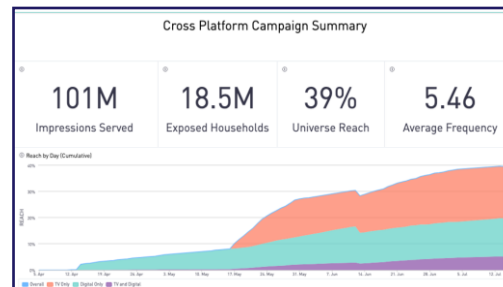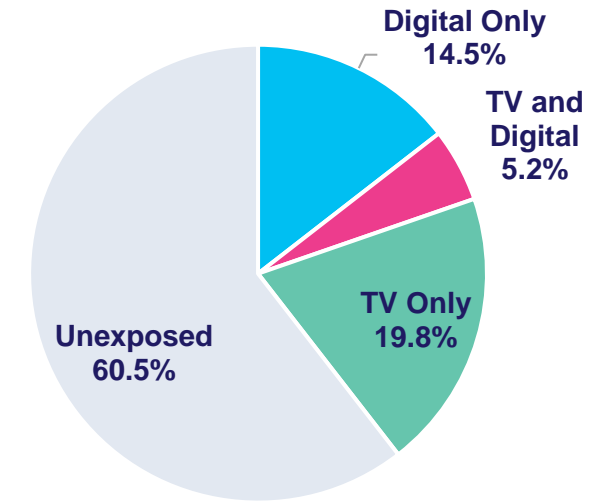
Company / Viewing Source / Media Type

▶ Samba TV **/** Automated Content Recognition (ACR) **/** Linear, CTV, Digital (CTV, OLV, Native Display)

Reach by Platform

- Digital Only 14.5%
- TV and Digital 5.2%
- TV Only 19.8%
- Unexposed 60.5%

Network/Publisher Exposure Overlap (abbreviated example)

Network or Pul	Media	Digital	TV	A&E	ABC	Animal	Bravo	Comedy	Discovery	ESPN	ESPN2	ETV	Food	Fox	Freeform
A&E	TV	21.7%	100.0%		4.1%	17.1%	0.7%	4.9%	19.3%	9.2%	3.1%	7.2%	10.3%	0.4%	6.3%
ABC	TV	23.9%	100.0%	19.4%		11.8%	1.3%	6.0%	13.5%	11.1%	3.5%	8.4%	7.3%	0.7%	6.0%
Animal	TV	19.5%	100.0%	25.0%	3.6%		0.9%	4.6%	27.0%	8.8%	2.9%	6.0%	11.6%	0.4%	6.9%
Bravo	TV	19.9%	100.0%	21.3%	7.7%	18.1%		9.1%	16.7%	8.8%	3.4%	20.9%	16.2%	0.9%	11.3%
Comedy	TV	18.8%	100.0%	15.1%	3.9%	9.7%	1.0%		11.6%	13.0%	3.7%	11.9%	9.0%	0.6%	8.4%
Discovery	TV	19.6%	100.0%	24.6%	3.6%	23.5%	0.7%	4.8%		8.6%	2.8%	5.8%	10.4%	0.3%	5.8%
ESPN	TV	18.5%	100.0%	10.5%	2.6%	6.8%	0.3%	4.8%	7.7%		14.5%	4.6%	7.5%	0.3%	3.7%
ESPN2	TV	18.1%	100.0%	12.9%	3.0%	8.1%	0.5%	4.9%	9.0%	52.3%		5.3%	8.1%	0.7%	3.6%
ETV	TV	18.5%	100.0%	17.2%	4.2%	9.8%	1.7%	9.3%	10.9%	9.7%	3.1%		11.3%	1.2%	8.0%
Food	TV	18.7%	100.0%	16.1%	2.4%	12.3%	0.9%	4.6%	12.7%	10.2%	3.1%	7.4%		0.4%	5.4%
Fox	TV	23.6%	100.0%	16.3%	5.9%	9.4%	1.1%	7.6%	8.3%	10.9%	6.4%	19.4%	9.5%		6.8%
Freeform	TV	20.6%	100.0%	18.1%	3.6%	13.6%	1.1%	7.9%	13.2%	9.3%	2.6%	9.7%	10.1%	0.5%	
FX	TV	19.6%	100.0%	18.0%	3.2%	11.4%	0.8%	6.6%	14.2%	10.5%	3.4%	8.4%	8.5%	0.6%	9.6%
FXX	TV	22.2%	100.0%	19.1%	3.7%	12.5%	0.8%	9.2%	15.5%	9.9%	3.1%	8.0%	8.2%	0.4%	10.5%
Hallmark	TV	22.2%	100.0%	12.6%	3.9%	16.3%	1.0%	3.6%	11.3%	9.3%	2.7%	7.0%	11.4%	1.9%	7.4%
HGTV	TV	18.2%	100.0%	15.5%	2.6%	11.8%	0.7%	3.1%	13.2%	9.2%	2.6%	7.0%	15.2%	0.3%	4.3%

Cross Platform Campaign Summary

101M	18.5M	39%	5.46
Impressions Served	Exposed Households	Universe Reach	Average Frequency

Digital Data Table

	Digital Publisher	Digital Tactic	Impression	Reach	Unique Reach	Unique Reach Share	Avg Frequency
1	Publisher	Shopper Targeted Programmatic	17,751,350	5,026,884	3,825,597	76%	3.53
2	Publisher	Native	10,970,852	2,948,363	2,338,529	79%	3.72
3	Publisher	Contextual Programmatic	5,733,954	1,553,045	734,113	47%	3.69
4	Publisher	Incremental Reach	5,101,642	1,360,847	600,590	44%	3.75
5	Publisher	Interactive CTV	562,052	236,813	137,585	58%	2.37

Source: Samba TV, Home Appliances / Electronics Case Study. Campaign time period: April – July 2021.

Considerations as you evaluate and add new solutions to your measurement plans

Research multiple measurement providers

Partner with the appropriate provider(s) whose data capabilities align with your objectives / KPIs

Understand the data sets being used, how they are sourced and what the reporting and outputs are

Ensure the accuracy, validity and transparency of the datasets
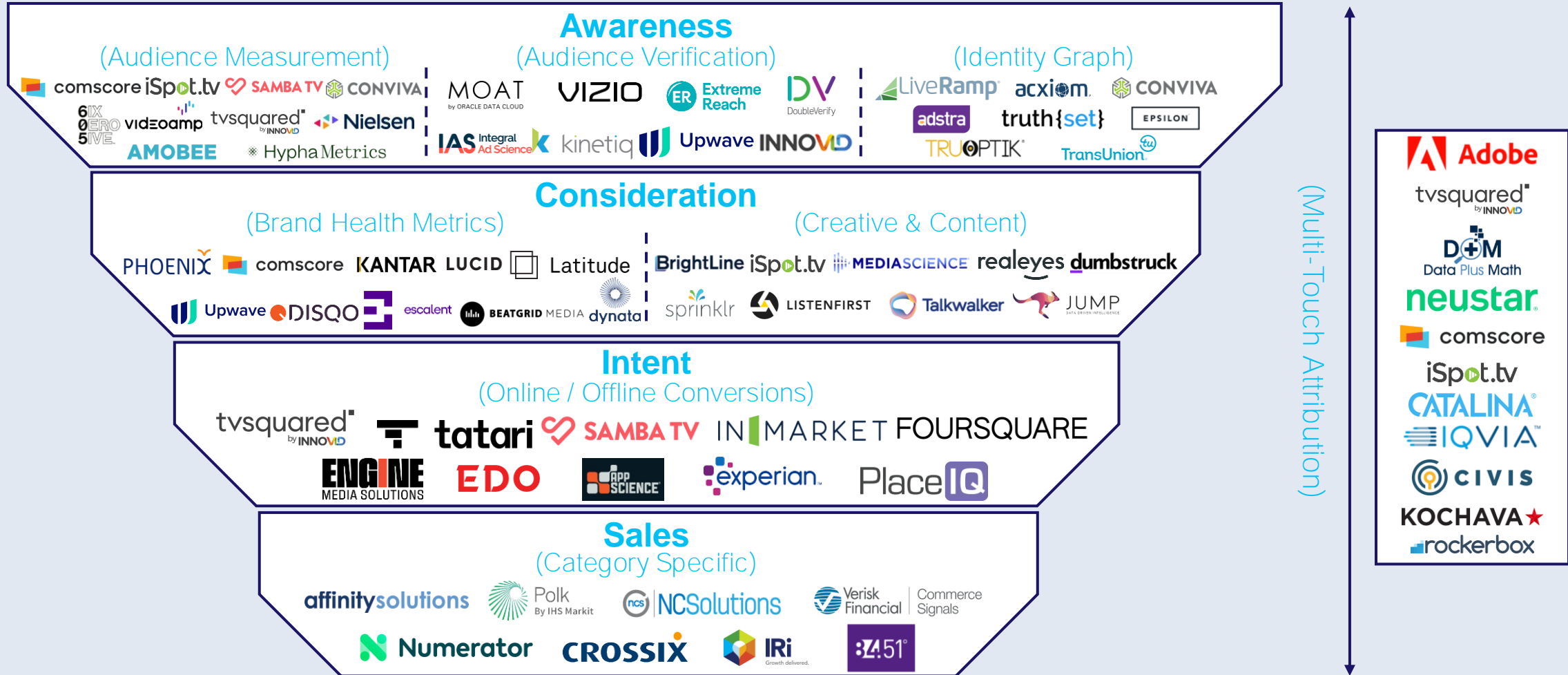
Understand the cross-platform capabilities of the measurement providers under review

Learn if you can optimize your campaigns based on the data outputs

Know if your precise target audience can be properly measured by the data provider

Ask how timely the campaign metrics / results will be reported

VAB

The companies included in this guide are just some of the data providers within the growing measurement ecosystem and we're excited to bring you more case studies in this series each quarter throughout the year

Awareness

(Audience Measurement)
comscore, iSpot.tv, SAMBA TV, CONVIVA, 6IX0ERO5IVE, videoamp, tvsquared by INNOVID, Nielsen, AMOBEE, HyphaMetrics

(Audience Verification)
MOAT by ORACLE DATA CLOUD, VIZIO, Extreme Reach, DV DoubleVerify, IAS Integral Ad Science, kinetiq, Upwave, INNOVID

(Identity Graph)
LiveRamp, acxiom, CONVIVA, adstra, truth{set}, EPSILON, TRUOPTIK, TransUnion

Consideration

(Brand Health Metrics)
PHOENIX, comscore, KANTAR, LUCID, Latitude, Upwave, DISQO, escalent, BEATGRID MEDIA, dynata

(Creative & Content)
BrightLine, iSpot.tv, MEDIASCIENCE, realeyes, dumbstruck, sprinklr, LISTENFIRST, Talkwalker, JUMP DATA DRIVEN INTELLIGENCE

Intent
(Online / Offline Conversions)
tvsquared by INNOVID, tatari, SAMBA TV, INMARKET, FOURSQUARE, ENGINE MEDIA SOLUTIONS, EDO, APP SCIENCE, experian, PlaceIQ

Sales
(Category Specific)
affinitysolutions, Polk By IHS Markit, NCSolutions, Verisk Financial | Commerce Signals, Numerator, CROSSIX, IRi Growth delivered, 84.51°

(Multi-Touch Attribution)

Adobe, tvsquared by INNOVID, D+M Data Plus Math, neustar, comscore, iSpot.tv, CATALINA, IQVIA, CIVIS, KOCHAVA, rockerbox

Note: logos reflect a *sampling* of companies that provide measurement solutions within each funnel **stage and is not meant to be an exhaustive list of all companies with related solutions;** companies' solutions can also cross funnel stages as well.

VAB

Creators

Jason Wiese

SVP, Director of Strategic Insights
jasonw@thevab.com

Leah Montner-Dixon

Associate Insights Director
leahm@thevab.com

Interested in learning more? Check out this related content:

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at theVAB.com
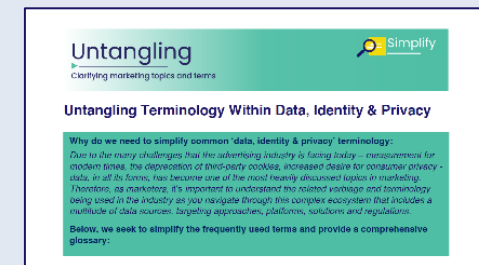
Stream On
23 Real-World Case Studies
Highlighting How Video Streaming
Drives Brand Success

**Proven Strategies & Tactics In
Audience-Based TV Buying**
Success Stories Highlighted
Through Real-World Case Studies

**Untangling Terminology Within
Video Measurement**

**Untangling Terminology Within
Data, Identity & Privacy**

theVAB.com @VABintel VAB

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

Curious to learn more about VAB? Check out this **quick video** to see what we do and how we can help you develop business-driving marketing strategies.