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.
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.

"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)

"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)

"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)
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.
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
8 Performance Objectives for Marketers:
Most marketers are seeking accurate measurement for one (or more) of the following:

<table>
<thead>
<tr>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximize incremental reach</td>
</tr>
<tr>
<td>Understand delivery against advanced audiences</td>
</tr>
<tr>
<td>Achieve an accurate audience count across all platforms</td>
</tr>
<tr>
<td>Target audience optimization</td>
</tr>
<tr>
<td>Understand audience duplication across platforms</td>
</tr>
<tr>
<td>Grow competitive share of voice (SOV)</td>
</tr>
<tr>
<td>Manage frequency</td>
</tr>
<tr>
<td>Gain insights on the interplay between linear TV &amp; streaming (Convergent TV)</td>
</tr>
</tbody>
</table>
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 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)

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**Audience**

- 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**

- Network B*

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**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

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

*Enabled by Samba TV’s True Reach & Frequency Measurement & Dashboards*

**Reach by Platform**
- TV Only: 57.3%
- Digital Only: 2.5%
- TV and Digital: 3.0%
- Unexposed: 37.2%

**Share of Incremental vs. Overlap**
- TV and Digital Reach: 55%
- Digital Only: 45%

**Digital Reach**
- 2.6MM Digital Only Exposed HHs

**Average Frequency**
- TV: 17.7
- Digital: 4.42

**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

**Source:** Samba TV, Automotive Case Study. Campaign time period: February – June 2021. *Cost per incremental reach.
A casual dining brand utilized 605 to understand & measure audience reach and composition across video 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.

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

Overview Of Platform Overlap For Each Target Segment

<table>
<thead>
<tr>
<th>Target Segments</th>
<th>Platform</th>
<th>Reach (thousands)</th>
<th>Average Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Digital</td>
<td>Digital O&amp;O</td>
<td>TV C3</td>
</tr>
<tr>
<td></td>
<td>TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital TV</td>
<td>58.4</td>
<td></td>
<td>2.0</td>
</tr>
<tr>
<td>Digital O&amp;O</td>
<td>1.9</td>
<td>1,094.4</td>
<td>7.7</td>
</tr>
<tr>
<td>TV C3</td>
<td>10.1</td>
<td>203.4</td>
<td>6.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-34</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital TV</td>
<td>29.3</td>
<td></td>
<td>2.0</td>
</tr>
<tr>
<td>Digital O&amp;O</td>
<td>1.0</td>
<td>648.5</td>
<td>8.2</td>
</tr>
<tr>
<td>TV C3</td>
<td>5.2</td>
<td>127.9</td>
<td>6.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-49</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital TV</td>
<td>42.8</td>
<td></td>
<td>2.0</td>
</tr>
<tr>
<td>Digital O&amp;O</td>
<td>1.5</td>
<td>884.5</td>
<td>7.4</td>
</tr>
<tr>
<td>TV C3</td>
<td>7.5</td>
<td>168.8</td>
<td>6.3</td>
</tr>
</tbody>
</table>

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

**Leveraging continuous, census-level measurement, NBC measured:**

- **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

**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

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.

Accurate Audience Count / Audience Duplication
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

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### All Reached Households

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>Reach</th>
<th>% Reach Overall</th>
<th>% Reach per Platform</th>
<th>Average Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Campaign</td>
<td>2,832,587</td>
<td>660,435</td>
<td>16.5%</td>
<td>—</td>
<td>4.3</td>
</tr>
<tr>
<td>Addressable Linear</td>
<td>1,247,772</td>
<td>422,678</td>
<td>10.5%</td>
<td>22.5%</td>
<td>3.0</td>
</tr>
<tr>
<td>Addressable VOD</td>
<td>1,226,973</td>
<td>250,710</td>
<td>6.2%</td>
<td>6.9%</td>
<td>4.9</td>
</tr>
<tr>
<td>OLV</td>
<td>357,842</td>
<td>49,577</td>
<td>1.2%</td>
<td>14.0%</td>
<td>7.2</td>
</tr>
</tbody>
</table>

### Uniquely Reached Households

<table>
<thead>
<tr>
<th>Platform</th>
<th>Unique Reach</th>
<th>% Unique Reach</th>
<th>Average Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addressable Linear</td>
<td>360,348</td>
<td>85.3%</td>
<td>2.9</td>
</tr>
<tr>
<td>Addressable VOD</td>
<td>188,544</td>
<td>75.2%</td>
<td>4.9</td>
</tr>
<tr>
<td>OLV</td>
<td>49,074</td>
<td>99.0%</td>
<td>7.2</td>
</tr>
</tbody>
</table>

### % Visiting Auto Website

- **Linear (All Networks):**
  - Control: 0.46%
  - Treatment: 0.51%

- **Addressable:**
  - Control: 0.74%
  - Treatment: 0.83%

### 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.
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
Samba TV provided real-time measurement to an auto manufacturer so they could optimize incremental reach vs. Linear TV over 90% of CTV measured as incremental to client’s Linear TV campaign

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

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

**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.

Category: Automotive
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 seen among affluent audiences.

**Company / Viewing Source / Media Type**
- Upwave / ACR, Event Tags / Linear TV, Digital (Display, Mobile, Desktop)

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### Lift in Awareness

<table>
<thead>
<tr>
<th>Lift in Awareness</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>1.9%</td>
</tr>
<tr>
<td>Linear TV</td>
<td>9.5%</td>
</tr>
<tr>
<td>Cross-Channel</td>
<td>13.4%</td>
</tr>
<tr>
<td>Affluent Audience</td>
<td>19.9%</td>
</tr>
</tbody>
</table>

### Key Performance Indicators

- **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

---

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.

---

### 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).

**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

---

**Source:** iSpot.tv, case study: DriveTime x iSpot.TV. Campaign time period: Q1 2022. Conversion events are driven by website traffic.
LiveRamp partnered with a CPG brand to increased their cross-screen effectiveness by suppressing overexposed linear audiences

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

Increase in Unique HH Reach for the OTT Platform

+176%

Increase in ROAS** for the OTT platform

+86%

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

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%

**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

**Source:** TVSquared by Innovid, case study: Non-Profit Grows Donations with Converged TV Campaign. Campaign time period: April – June 2021.
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.

**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.

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*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.

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%) and 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)

Optimization / Audience Duplication / Frequency Management / Convergent TV Interplay

Reach by Platform

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

Network/Publisher Exposure Overlap (abbreviated example)

Digital Data Table

<table>
<thead>
<tr>
<th>Digital / Publisher / Media Type</th>
<th>Reach Share</th>
<th>Unique Reach</th>
<th>Impression Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Publisher Shopper Targeted Programmatic</td>
<td>3.28%</td>
<td>12.36%</td>
<td>14.22%</td>
</tr>
<tr>
<td>2. Publisher Native</td>
<td>8.00%</td>
<td>22.53%</td>
<td>16.03%</td>
</tr>
<tr>
<td>3. Publisher Contextual Programmatic</td>
<td>11.01%</td>
<td>21.55%</td>
<td>16.03%</td>
</tr>
<tr>
<td>4. Publisher Incremental Reach</td>
<td>13.02%</td>
<td>24.76%</td>
<td>17.75%</td>
</tr>
<tr>
<td>5. Publisher Interactive CTV</td>
<td>16.03%</td>
<td>27.57%</td>
<td>19.28%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Research multiple measurement providers</th>
<th>Partner with the appropriate provider(s) whose data capabilities align with your objectives / KPIs</th>
<th>Understand the data sets being used, how they are sourced and what the reporting and outputs are</th>
<th>Ensure the accuracy, validity and transparency of the datasets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understand the cross-platform capabilities of the measurement providers under review</td>
<td>Learn if you can optimize your campaigns based on the data outputs</td>
<td>Know if your precise target audience can be properly measured by the data provider</td>
<td>Ask how timely the campaign metrics / results will be reported</td>
</tr>
</tbody>
</table>
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.
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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

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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.

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