



Case Study Corner

B2B Category

Brand success stories highlighted through real-world multiscreen TV case studies

6 B2B category 'real world' case studies showcasing how multiscreen TV drives business outcomes across the funnel



Upper Funnel Outcomes Awareness

Multiscreen TV campaigns that **expand reach** and drive **brand recall** against a brand's best customer prospects*

Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



Mid-to-Lower Funnel Outcomes Action

Multiscreen TV campaigns that *increase the likelihood* the intended audience will be **motivated to act***

Sampling of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)

*based on campaign KPIs

Upper Funnel Case Studies



How Multiscreen TV drives Awareness

Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects

Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



DIRECTV enabled an addressable TV and pause ad campaign to increase a software brand's overall perception and ad recall among business decision makers

Challenge

- ▶ DIRECTV sought to increase brand perception and ad recall among the target audience for an information technology software company.

Solution

- ▶ Paired a 12-week addressable TV campaign with out-of-stream pause ads

Target Segment

- ▶ Business decision makers at 500-5,000 employee companies

Results

- ▶ The campaign achieved increases across all metrics and brand perceptions among viewers who were exposed and able to recall the ad.
- ▶ Including pause ads with the addressable TV campaign increased the campaign's overall target reach by 4%

Company / Media Type

- ▶ DIRECTV / Addressable TV

Viewers who were exposed and able to recall the ad agreed with all key perceptions:



- ▶ Is a leader in cloud solutions



- ▶ Is a company I can trust



- ▶ Helps businesses overcome disruption or uncertainty



- ▶ Is an innovative company



- ▶ Helps companies grow

+46%

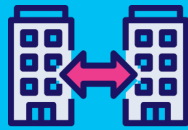
**Unaided Brand Awareness
Pause Ad**
(target vs. control)

10+

Pause ads frequency elicited highest gains across all attributes

Source: DIRECTV, Case Study: *Addressable + Pause Ads for an Information Technology Software Brand*. Analysis conducted within DIRECTV footprint. Case study results are based on individual campaign factors. DIRECTV makes no performance warranties. Control: represents 10% of DTV HHs within the target that did not receive exposure to the addressable ad.





The Trade Desk, in partnership with Lucid, sought to drive awareness among target audiences

Challenge

- ▶ The Trade Desk wanted to go beyond standard Connected TV performance KPIs like reach and frequency to gain a deeper understanding of how they achieved their primary KPI: driving a lift in brand awareness among the target audiences

Measurement Innovation

- ▶ The Trade Desk used the Lucid integration, a survey-based solution that gives advertisers the ability to set up surveys and view brand lift reports directly within The Trade Desk media buying platform
- ▶ Lucid tracks campaigns and matches the impression data against campaigns in The Trade Desk platform to identify respondents who have been exposed to the brand's ads. Respondents are then surveyed, and their responses are measured against the client's KPIs

Target Segment

- ▶ Marketing Leaders at Agencies & Brands

Results

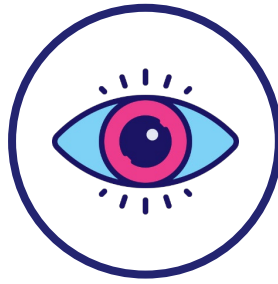
- ▶ CTV exposure drove lift across multiple metrics — including brand awareness, which was the team's primary campaign goal. As a result, the team now approaches media buying with a CTV-first mindset and has also increased media spend on CTV

Company / Viewing Source / Media Type

- ▶ The Trade Desk / Connected TV, Desktop, & Mobile / Programmatic (on TTD)

Campaign Results

The brand lift study showed CTV exposure drove lift across multiple metrics



+4.6%

Lift in awareness



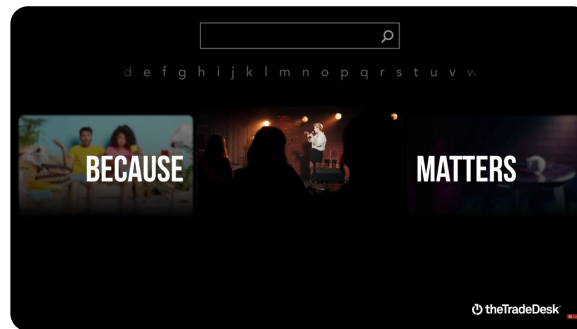
+5.7%

Lift in ad recall



+7.1%

Lift in favorability



"What Matters" Campaign

"With our Brand Lift integration, we have greater insight into the campaign's impact, including lift in awareness, favorability, and ad recall"

-Jeff Kerestes, Digital Marketing Director at The Trade Desk

Source: The Trade Desk, case study: The Trade Desk x Lucid, a Cint Group. Campaign time period: Q4 2021



Mid-To-Lower Funnel Case Studies



How Multiscreen TV drives Action

Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, sign-up for a subscription, make a booking, etc.)

Sampling of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)



A TV network leveraged a sell-side platform to ensure programmatic growth and **increased revenue**

Challenge

- ▶ AMC Networks sought to simplify their ad buying process and unlock inventory for more advertisers following an increase in programming development and implementation of a more aggressive distribution strategy

Solution

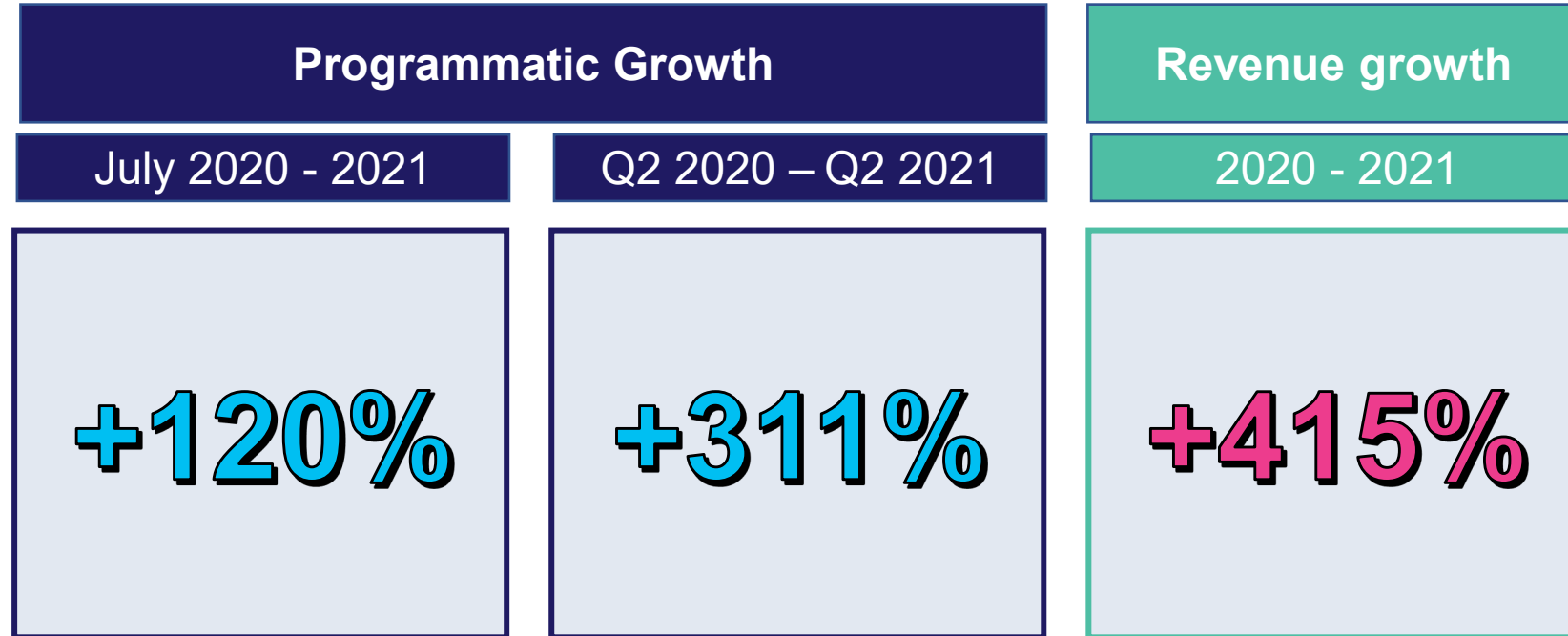
- ▶ Magnite's demand facilitation specialists worked with AMC Networks to grow revenue & generate new business by leveraging platform tools and educating advertisers about AMC's premium inventory and improving overall campaign performance

Results

- ▶ The Magnite CTV platform delivered triple digit YoY programmatic growth, as well as triple digit YoY revenue growth (**+415%**)

Company / Platform / Media Type

- ▶ Magnite / Streaming Only / Magnite Connected TV (CTV) Platform



Source: Magnite, Case study: *Magnite Helps AMC Networks Monetize Premium Video Inventory*. Campaign time period: Programmatic growth - July 2020 – July 2021, Q2 2020 – Q2 2021; Revenue growth – 2020-2021.

Magnite

AMC NETWORKS



A CTV publisher aimed to optimize their ad inventory, leading to **more advertiser interest** and **increased revenue**

Challenge

- ▶ A connected TV publisher wanted to monetize their premium CTV/OTT inventory across their ad-supported TV network

Solution

- ▶ PubMatic optimized the publisher's CTV/OTT inventory and technical aspects of the deal set-up to drive maximum performance
 - ▶ They ensured data signals such as device make, model and user agent were passing through to drive demand
 - ▶ PubMatic monitored daily performance (requests, revenue, gross eCPM, fill rate, parameters and top ad request filters) and optimized as needed to maximize results
- ▶ PubMatic's Advertiser Solutions team negotiated a unique SPO* deal with a leading agency to generate additional revenue for the client

Results

- ▶ The CTV publisher increased revenue by **600%** and grew the number of advertisers on the platform by **1,500**

Company / Platform

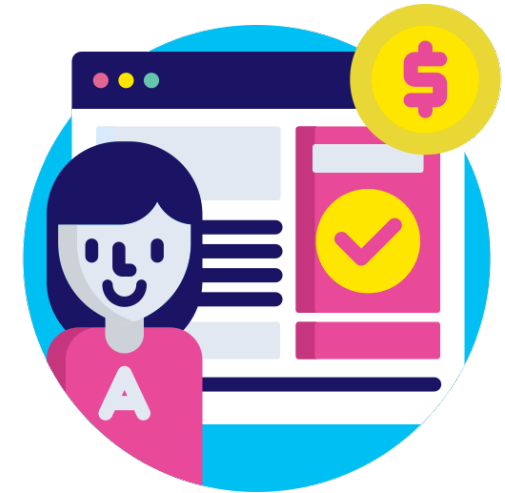
- ▶ PubMatic / Connected TV (CTV)

Campaign Results



+600%

Revenue Increase



1,500+

Increase in advertisers

Source: PubMatic, Case study: *Unique Brand Demand*. Campaign time period: Q3 2021 – Q4 2021. *SPO = 'Supply path optimization' which allows buyers to choose the best path towards a desired impression. Learn more about SPO [here](#).



Future Today, a digital-first CTV publisher, wanted to drive revenue lift across their owned CTV/OTT channels

Challenge

- ▶ A connected TV streaming platform, Future Today, wanted to drive substantial revenue lift across their owned CTV / OTT channels

Solution

- ▶ PubMatic was selected to source incremental, unique demand and increase fill rates and yield
- ▶ They monitored account performance daily (requests, revenue, gross eCPM, fill rate, parameters and top ad request filters) and implemented multiple solutions to drive incremental revenue
- ▶ PubMatic drove new revenue through partnering with a leading DSP* and negotiating a PMP** deal on behalf of the publisher

Results

- ▶ The publisher saw an average revenue increase of over **400%** per month from 1H 2021 to 2H 2021

Company / Platform

- ▶ PubMatic / Connected TV (CTV), OTT

Campaign Results



25X

Revenue Increase



2,400+

Increase in advertisers



400%

Average revenue increase per month

Source: PubMatic, Case study: *Incremental Demand*. Campaign time period: 1H 2021 – 2H 2021. *DSP = Demand side platform. **PMP = private marketplace.





Sling TV utilized sell-side technology to optimize their live CTV ad views and conversions

Challenge

- ▶ Streaming platform Sling TV needed a way to manage the bursts of ad requests they receive from spikes in viewership during live sporting events while ensuring that ads are served in a timely manner

Solution

- ▶ Magnite developed *Live Stream Acceleration (LSA)* to improve time out and ad response time, helping publishers optimize the amount of ad break time they have to monetize

Results

- ▶ By leveraging *LSA*, SLING saw a **47%** lift in ad conversions* compared to the previous 5 weeks
- ▶ Efficiencies via *LSA* implementation allowed for ad delivery that would have been lost or timed out

Company / Platform

- ▶ Magnite / Live Connected TV (CTV)

Campaign Results



By leveraging *Live Stream Acceleration (LSA)* for live sports over a five-week period, SLING saw a **47%** lift in ad conversions* compared to the previous five weeks



Efficiencies via *LSA* implementation allowed for ad delivery which otherwise would have been lost (i.e. timed out) – which is equivalent to **51 seconds** of advertising airtime on a standard **1-hour** live event



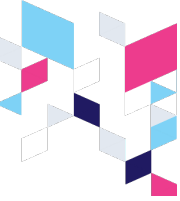
‘Live CTV is a key differentiator for SLING, there is no better or more **valuable medium for advertisers to reach highly engaged viewers, in real time**, with personalized, relevant messaging...’

- Jessica Dufresne, Head of Ad Ops and Digital Ad Tech, Dish Media

Source: Magnite, Case study: *SLING TV puts Magnite's Live Stream Acceleration Into Play and Sees 47% Lift in Ad Conversion*. Campaign time period: November 23, 2021 – January 18, 2022. *'Conversions' in this case refers to the ability to serve an actual ad (and earn revenue) vs. having space go to waste (i.e., not serving an ad).



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Restaurants



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Stream On



How can a convergent TV strategy drive business results for my brand?



Proven Strategies & Tactics In Audience-Based TV Buying



Opportunities in VOD Addressable



Q1 '22 Today's Innovations in Measurement



Q2 '22 Today's Innovations in Measurement



Q3 '22 Today's Innovations in Measurement



Q4 '22 Today's Innovations in Measurement

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About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

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.



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