

A photograph of a person from behind, looking at a television. The TV screen shows a colorful interface with various content. The person is holding a smartphone. The image is overlaid with a dark blue triangle on the left and a light blue triangle on the right. A white box with a pink border and a pink arrow points to the right, containing the text 'Case Study Corner'.

Case Study Corner

Entertainment & Tune-In Category

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

14 Entertainment & Tune-In category 'real world' case studies showcasing how multiscreen TV drives 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)



Full-Funnel Outcomes Awareness + Action

Multiscreen TV campaigns that **expand reach** and drive **brand recall** while also increasing the likelihood that the intended audience will be **motivated to act***

Sampling of full-funnel outcomes:

- ▶ Reach → Brand Recall → Conversion Rates → Sales → Optimizations → Cost Efficiencies

*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)



NBC leveraged Conviva's 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

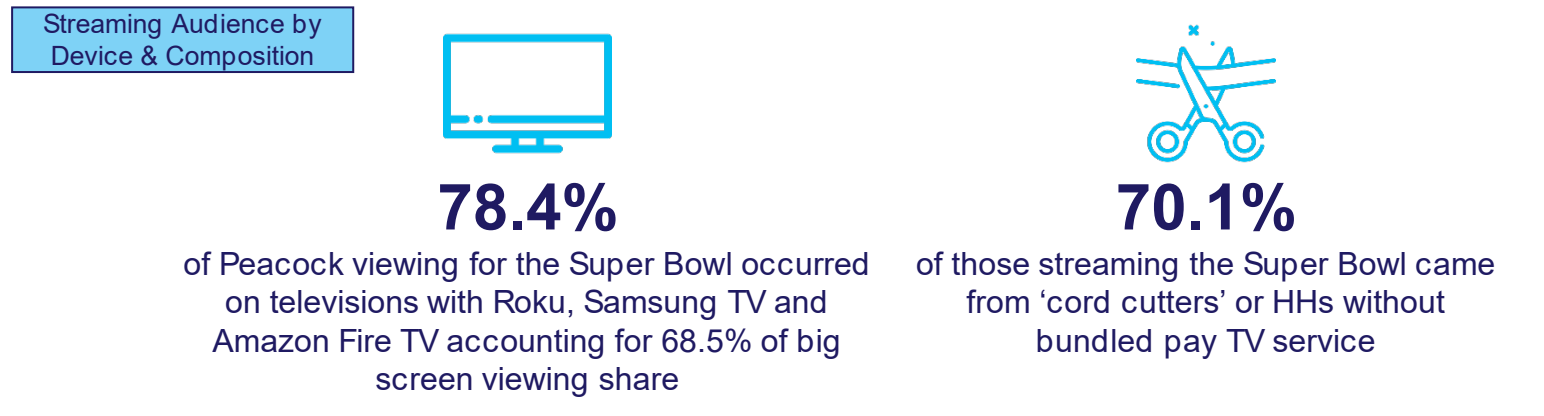
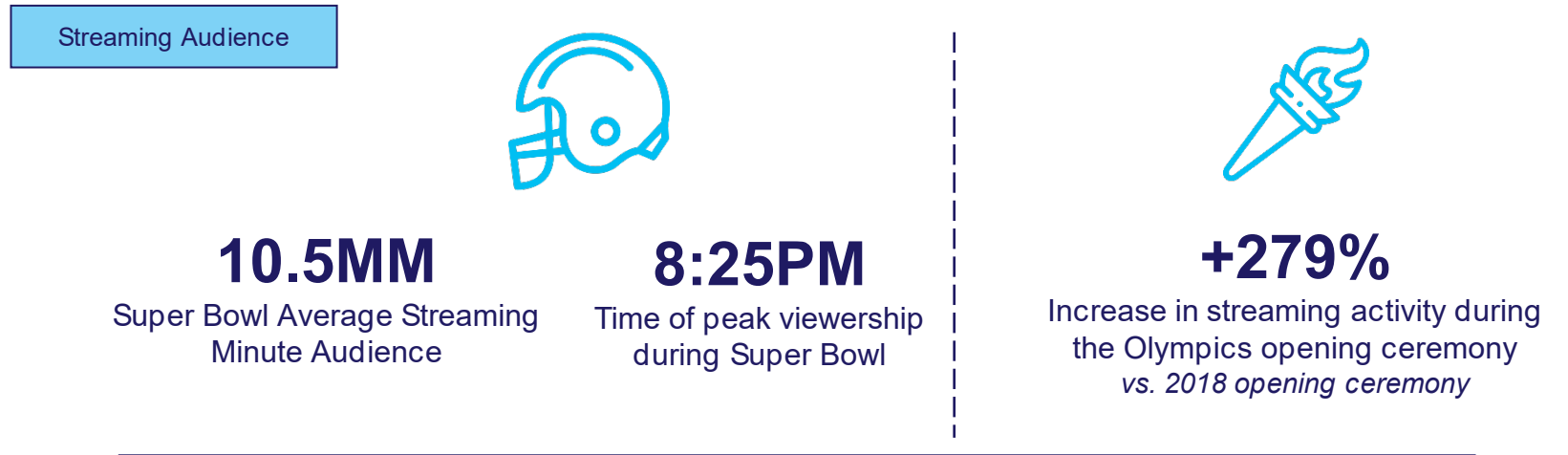
Learnings

- 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:



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.





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

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

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)

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

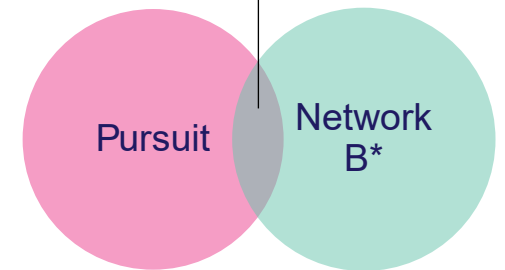
For example, the average Live AA of DeerTech TV show, which airs between 10 - 10:30 am was **14,903** viewers

- 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



Source: Comscore, *Pursuit Channel: Automotive Case Study - Network vs. Network, In A High-stakes Battle To Win The Business*. Campaign time period: 5/31/21 – 8/8/21. *Competitive national network to Pursuit Channel. **Includes 'intent to buy new non-luxury truck and SUV' segments and 'intent to buy used non-luxury truck and SUV' segments. Indices based on national TV HH average.





BET leveraged VideoAmp’s viewing behavior data to **highlight the value** of the BET Award’s Audience for advertisers

Challenge

- ▶ BET wanted to highlight the value of the BET Awards audience by identifying and measuring advanced audience segments

Measurement Innovation

- ▶ VideoAmp’s second by second viewership data allowed BET to go beyond providing standard audience metrics to their advertisers. This enabled BET to identify and measure advanced audience segments. Proving the effectiveness of the BET Awards to reach and engage with high value audiences

Target Segment

- ▶ Targeting included P18 -49, and advanced audience segments: BET Change Makers and BET Cultural Innovators

Learnings

- ▶ Advanced Audience AA viewing for the BET Awards was more than 2.5x higher than the network’s prime audience
- ▶ BET has strong engagement with its advanced audiences, as well as viewers with high propensity to be trendsetters and ad-receptive
- ▶ BET Awards had the highest engagement of the night across all linear programming during its airtime

Company / Viewing Source / Media Type

- ▶ VideoAmp / VideoAmp Platform / Linear

Campaign Results Overview

+ 39%

YOY growth in households with P18-49 impressions by the BET Awards

500k

BET Change Makers and BET Cultural Innovators reached by the BET Awards

10x

Higher total minutes viewed on average than the average of all programs across TV

Source: VideoAmp, Case study: *BET Awards 2022*

Advanced Audience Definitions:

BET Change Makers Age 18+ • Male / Female • African American Viewers who are influencers around Social Responsibilities

BET Cultural Innovators Age 18+ • Male / Female • African American Viewers who consider themselves to be trendsetters for all cultures





Major publisher measures **cross-media outcomes** through Ad Engage convergent

Challenge

▶ A publisher client with linear and streaming media properties wanted to run a PII-free analysis on how its various media types perform relative to competitors such as YouTube.

Measurement Solution

▶ EDO measured engagement data for 30+ combinations of media environments such as premium streaming & primetime.

▶ EDO also produced category -level reports by property and media type for categories such as auto, electronics, & insurance.

Target Segment

▶ Client leveraged insights to demonstrate the effectiveness of its properties to buyers. All measurement is run against the footprint of campaigns and captures the impact of client targeting strategy.

Learnings

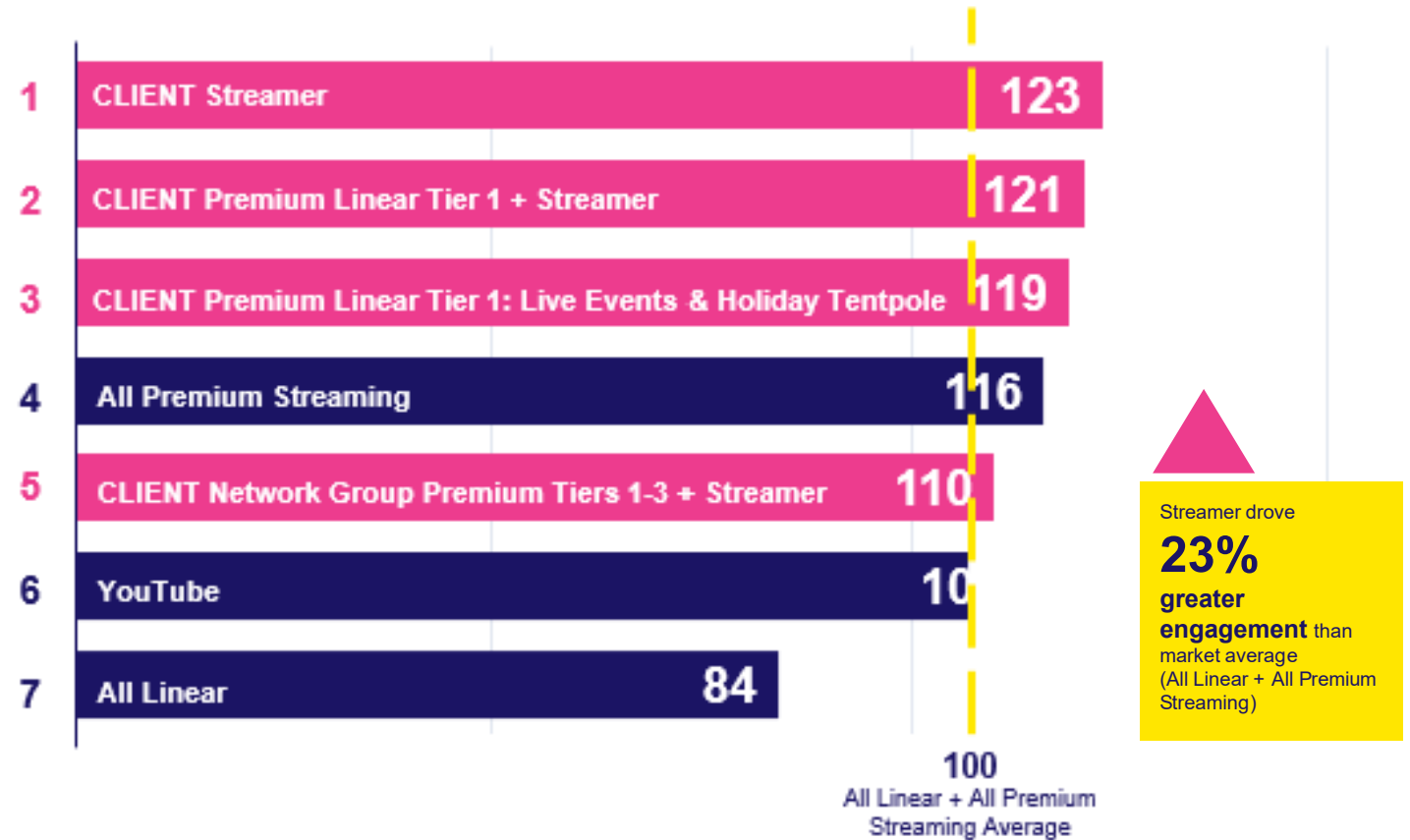
▶ The client's **streaming media** environment drives 23% greater engagement than market average (All Linear + Premium Streaming) and 16% greater engagement than YouTube.

▶ The highest performing categories for the Streamer relative to the All Linear + Premium Streaming benchmarks were Internet and Telecommunications, Retail and Travel.

Viewing Source / Media Type

▶ Convergent TV (Linear + OTT)

Engagement Rate by Media Type



Source: EDO, Case Study: Cross Media Outcomes for a Streaming Brand.

This information is exclusively provided to VAB members and qualified marketers.

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



A SVOD service utilized a test and learn approach constantly optimizing their target, resulting in **higher response rates**

Challenge

- ▶ Promote a new SVOD service for a premium national TV network

Solution

- ▶ Leveraged programmatic CTV to run a targeted TV campaign to understand which targets were driving subscriptions and test look-alike audiences

Target Segment

- ▶ Look-alike Audiences

Results

- ▶ A constant test and learn approach enabled a diversified impression allocation across the campaign, resulting in more look-alikes, increasing the response rate and improving the cost-per-conversion

Company / Platform

- ▶ TVSquared / CTV

The 'test and learn' approach of this targeted programmatic CTV campaign resulted in...

10 to 20

Increased Look-alike Segments

50% Increase

in Response Rate

60% Shift

Re-allocated Imps to New Audiences

30% Improvement

Optimized Cost-per-Conversion

Source: TVSquared, Case study: *The Power of Programmatic TV*. Flight duration: October 2020 – January 2021.





A TV network partnered with Effectv to drive tune-in to a program through linear and addressable TV

Challenge

- ▶ A TV network sought to promote tune-in to a new season of a broadcast drama

Measurement Innovation

- ▶ Path-to-purchase contribution analyses were applied to ad exposure data to measure viewership. This helped to determine conversion rates for each tactic to determine their contribution to the overall campaign

Target Segment

- ▶ Linear or Video-on-Demand viewers of past seasons of a broadcast drama

Learnings

- ▶ Addressable works best in combination with other broad reach tactics such as data-driven linear

Company / Viewing Source / Media Type

- ▶ Effectv / Linear TV / Linear & Audience Addressable

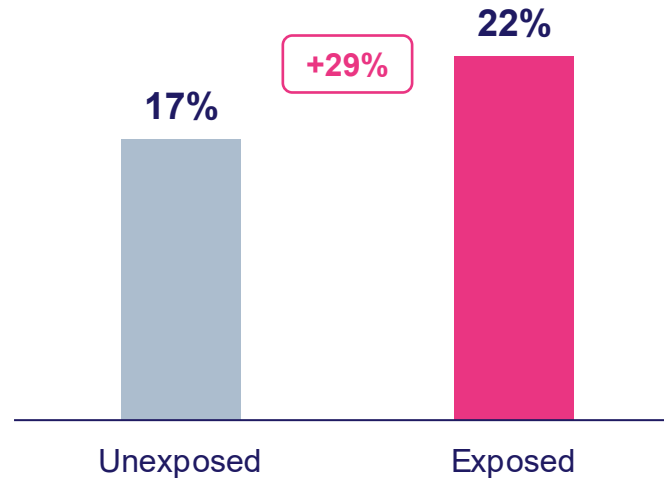
Campaign Results

Advertising Drove Conversion

+29% campaign lift

Exposed households tuned in at a higher rate

Conversion Rates



Combined Tactics Drove Results

Audience Addressable

Reached Likely Tuners More Often

1.6X

Higher conversion rate than non-addressable tactics²

Linear

Reached Additional Tuners

Contributed

38%

of total conversions³

Source: Comcast Aggregated Viewership Data combined with Ad Exposure. Analysis of advertiser campaign, 12/27/21 -1/11/22. Target based on Comcast Viewership Data. Note: 63% of impressions were delivered via Audience Addressable.

1. Campaign lift: Difference in conversion rate between exposed and unexposed HHs

2. Conversion Rate: Rate of Tune-In, calculated by dividing the total number of Tuned HHs by the total number of Exposed HHs

3. Contribution Percent: Percent of conversion values attributed to the strategy out of total converted HHs using a Markov Chain method





DIRECTV successfully drove viewership to a show's premier using an addressable media campaign

Challenge

- ▶ An addressable brand sought to drive viewers to tune into the show premier

Solution

- ▶ 2-week addressable TV media campaign

Target Segment

- ▶ Viewers of similar shows excluding heavy viewers of broadcast network

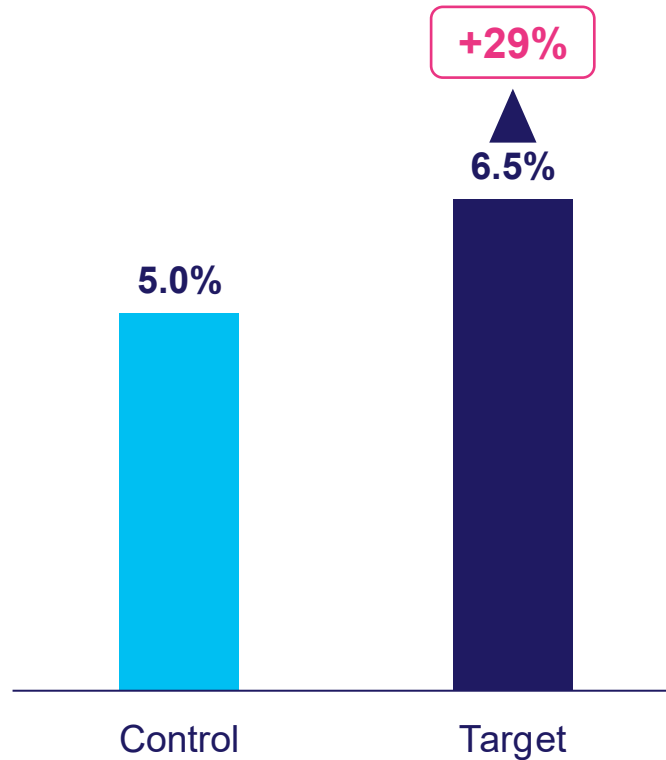
Learnings

- ▶ The addressable campaign successfully drove viewership to the show premier, increasing ratings by 170% vs. non-DIRECTV
- ▶ Exposed audiences tuned in at a 29% higher rate than those unexposed

Company / Viewing Source / Media Type

- ▶ DIRECTV Viewership Data, Third-Party Data Provider

Conversion Rates



+170

Ratings Lift
A18-49
 (DTV vs. non-DTV)

+132

Ratings Lift
A18-49
 (DTV vs. total U.S.)

+23%

Ratings Contribution
A18-49
 (exceeding DTV fair share of 10%)

Source: DIRECTV, Tune-In Broadcast Case Study. Q1 '21 campaign flight.



A streaming service partnered with Samba TV to uncover actionable insights to **drive tune-in** for a new reality program

Challenge

- ▶ A streaming service sought to understand the impact of their linear + digital video campaign on tune-in rates for the premiere of one of their reality shows

Measurement Innovation

- ▶ To show the impact of the campaign on tune-in rate, Samba TV uses their *Verified Tune-In Rate Measurement* to analyze lift compared to their *Synthetic Control Group Methodologies*

Target Segment

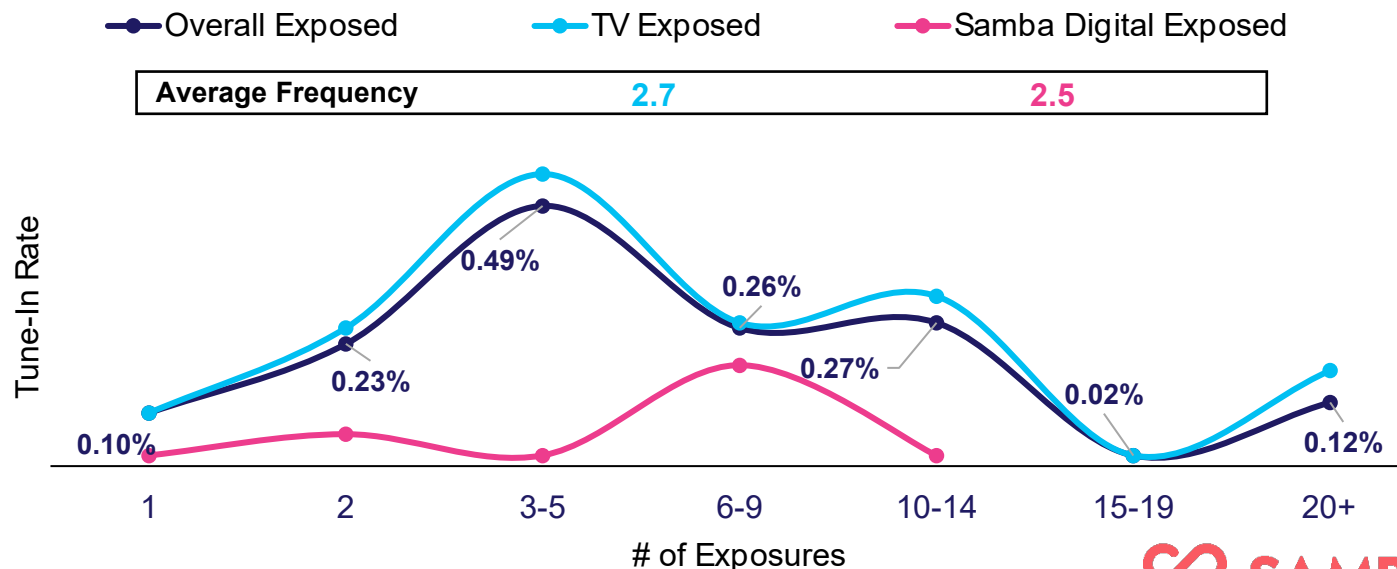
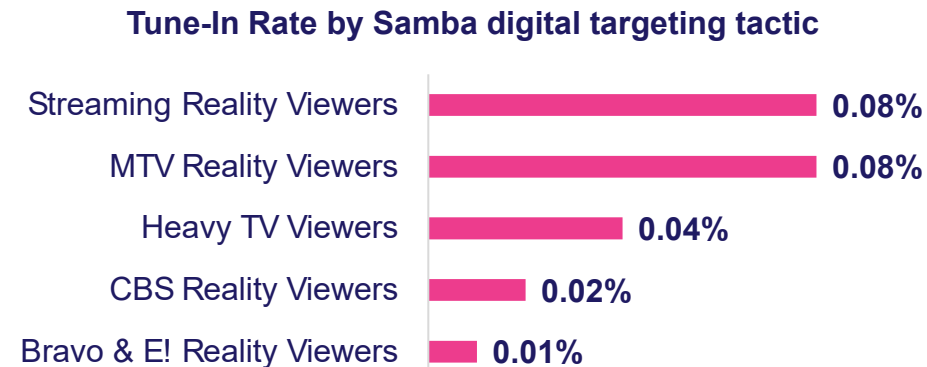
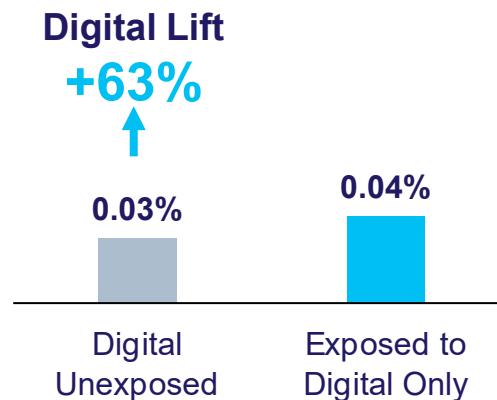
- ▶ Reality TV viewers, as well as heavy TV viewers, were selected from Samba TV's viewership data and were targeted as likely viewers of the streaming services reality show
 - ▶ Streaming Reality Viewers
 - ▶ Heavy TV Viewers
 - ▶ MTV, CBS, Bravo & E! Reality Viewers

Learnings

- ▶ Through this analysis, the streaming platform learned the impact of its digital ad component, a **63%** lift vs. the control
- ▶ The service was able to determine optimal frequency levels, with peak impact occurring at **5 exposures** in TV and **>9 exposures** in digital
- ▶ The advertiser was able to glean insights into programming effectiveness, with the greatest impact seen among Streaming Reality viewers – a learning they can apply to future tune-in campaigns

Company / Viewing Source / Media Type

- ▶ Samba TV / Automated Content Recognition (ACR) & Pixel Tags / Linear TV, CTV, Online Video



Source: Samba TV, Entertainment Case Study. Campaign time period: March 2021.





A major cable network utilized Vizio's Inscope viewing behavior data to **drive tune-in** to the premiere of a flagship TV show

Challenge

- ▶ A network wanted to drive tune-in to the season premiere of a flagship TV show and understand which tactics of its promotion were making the most impact on tune-in

Measurement Innovation

- ▶ Vizio's *Inscope* viewing behavior data determined how viewers engaged with the promotion across the devices targeted and which viewers ultimately tuned into the show
- ▶ Vizio built a control group of Organic Viewers - those who were not exposed to the campaign to compare and contrast against

Target Segment

- ▶ Targeting included existing network viewers, a competitive proxy show list, and retargeting of linear promos

Learnings

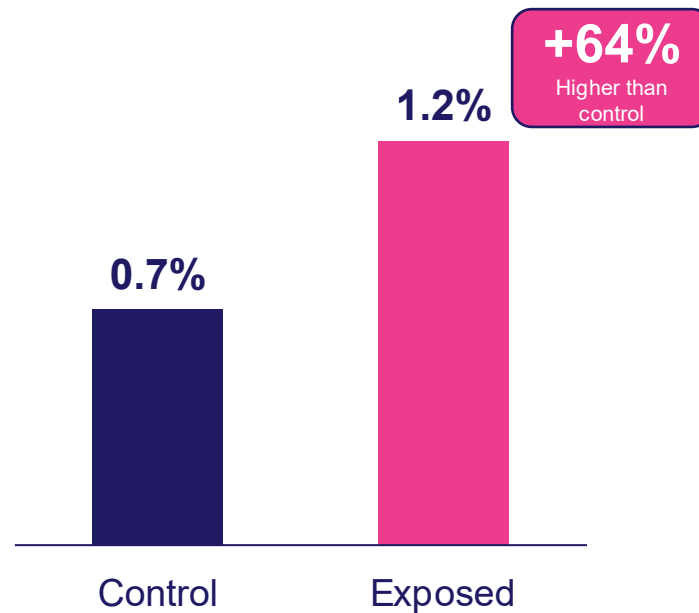
- ▶ The analysis allowed the network to prove that those who were exposed to the promotion of the show were 64% likely to have tuned in for it vs. those who weren't exposed to it
- ▶ The network was able to determine which tactics had the greatest impact on tune-in, increasing efficiency of future campaigns
- ▶ **Household Connect* generated the most positive results

Company / Viewing Source / Media Type

- ▶ Vizio / *VIZIO Ads* / CTV and SmartCast

Campaign Results Overview

Watched TV Show



Lift vs. Control Group by Tactic



Source: Vizio, Case study: *Season Premier Omnichannel*. Campaign dates: Q2 2021. **Household connect* allows advertisers to extend their campaigns beyond the TV to millions of additional touchpoints and devices, so viewers will see a complementary ad or call-to-action on their computer, tablet, or mobile device shortly after being presented with an ad on TV





An audience-targeted linear & digital campaign drove TV tune-in conversion for a cable TV network

Challenge

- ▶ A cable TV network wanted to drive viewership to their summer programming

Solution

- ▶ The network utilized addressable TV to target specific households and optimize creative throughout the week in addition to IP targeting which involved pre-roll videos and display ads to the same targeted household segments

Target Segment

- ▶ Households who have viewed the network but are “non-heavy” viewers
- ▶ Targeted households who have viewed competitive programming

Results

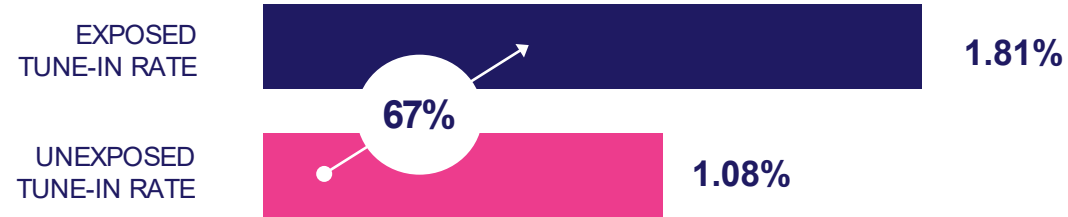
- ▶ Households exposed to both the **linear TV and OTT campaign converted at an average rate that was 67% higher** than that of the average non-exposed household

Company / Platform

- ▶ New York Interconnect / Addressable TV, OTT (Digital)

RESULTS

Incremental Tune-In Lift (Linear + Digital ad exposure)



- ▶ Households exposed to both the **linear and digital campaign converted at an average rate that was 67% higher** than that of the average non-exposed households.
- ▶ **11.8%** of medium (11-50 imps) exposed Linear-only converted households tuned to four or more (4+) summer movies across the 8 campaign weeks
- ▶ **38.3%** of heavy (51+ imps) exposed Linear-only converted households tuned to four or more (4+) summer movies across the 8 campaign weeks
- ▶ Exposed households displayed the highest tune-in conversion rates during Daytime (9A-6P) and Primetime (6P-12A)

Targeted Households
376,358*

TV Impressions
21.4MM

Digital/OTT Impressions
5.8MM

Source: NY Interconnect, a4 Advertising & Data Solutions, Total Audience Data. Conversion analysis based on set-top box and Digital ad exposure. Incremental Lift = (Exposed tune-in rate – Unexposed tune-in rate)/Unexposed tune-in rate; All rates are rounded to two decimals; *Target Households represents the weekly average throughout the campaign. 5 Minute Cumulative QH Minimum/5 Hour Maximum Edit Rule utilized in tuning data. Live+3 tuning data utilized from the Optimum footprint. Flight duration: 3Q 2020 (8-week campaign)



Category:

Tune-In



Long form brand engagement TV shows drive ROI

Challenge

- ▶ Increase email signups to the Bigger Bolder Baking community.

Measurement Solution

- ▶ Produced Half-Hour Brand Engagement show, Gemma's Summer Desserts. The brand created a free Summer Dessert Guide featuring recipes from the show to incentivize email signups to the Bigger Bolder Baking community. The offer was promoted throughout the show via QR code and unique URL

Target Segment

- ▶ Baking enthusiasts

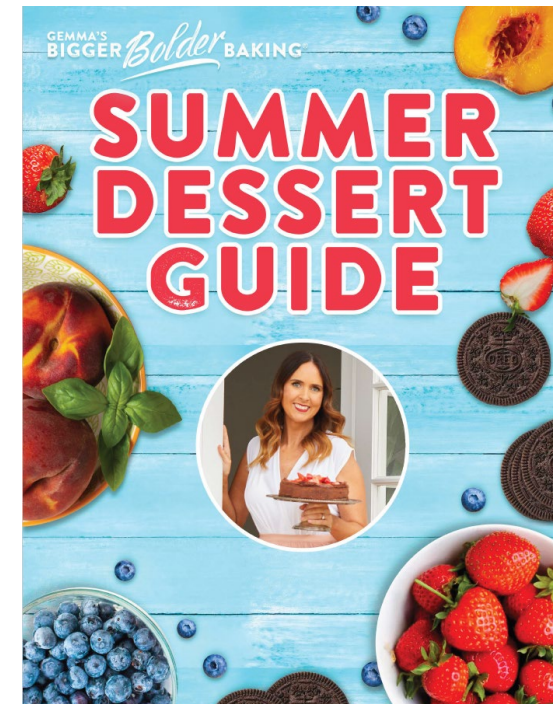
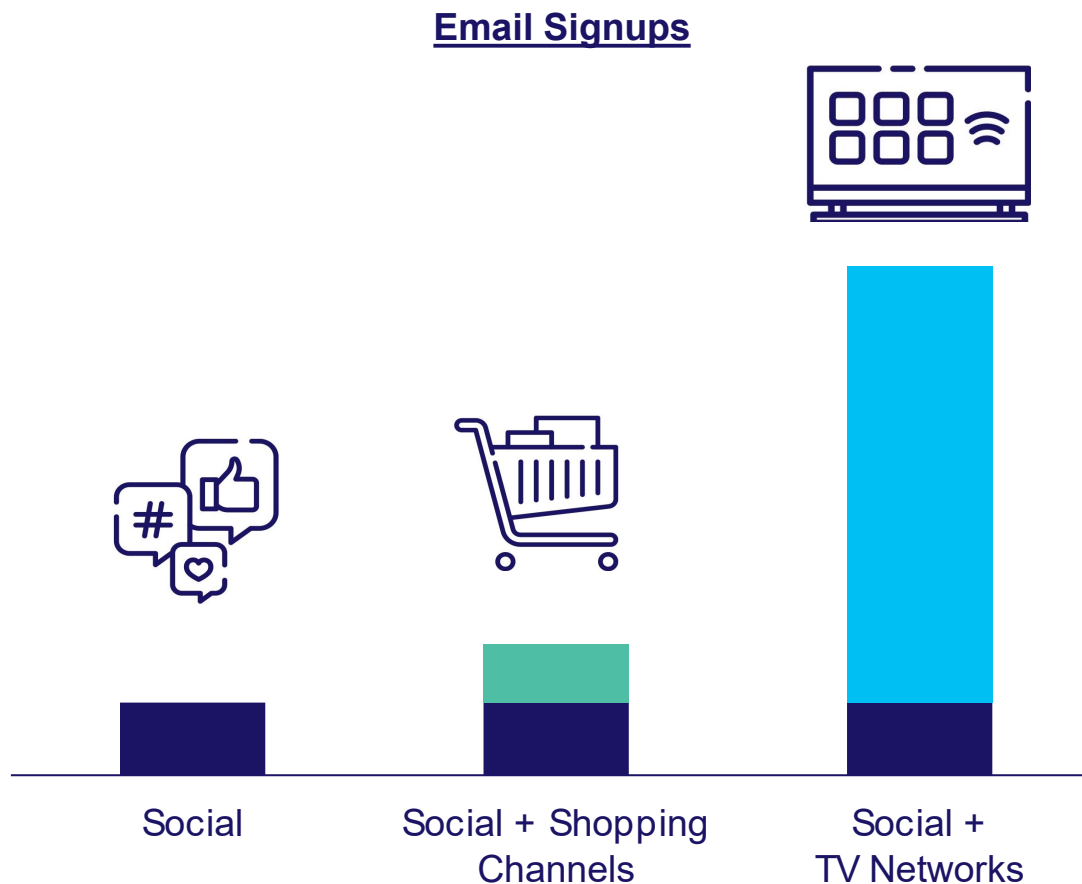
Learnings

- ▶ Airing on weekend mornings on high reach TV networks in the category drove Guide downloads better than social alone and social plus general shopping channels.
- ▶ Signups increased by 3,750% by adding a Brand Engagement TV show to the media mix.

Viewing Source / Media Type

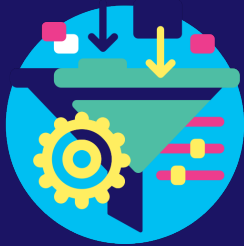
- ▶ Linear, FAST, VOD

Social + TV Networks Draws Greatest Increase in ROI



Source: Leap Media Group, Case Study: Tune-In Social + TV Networks Draw Greater ROI Results.

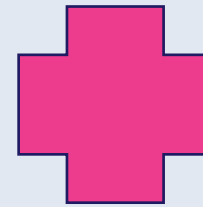
How Multiscreen TV drives Full-Funnel Outcomes



Case Studies

Awareness

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



Action

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





A streaming service partnered with DIRECTV to increase target reach and signups through an integrated addressable TV and pause ads campaign

Challenge

- ▶ A streamer sought to run an integrated addressable and Pause ads campaign to promote its service and increase sign ups

Solution

- ▶ 2-week Addressable + Pause Ads campaign

Target Segment

- ▶ HHs with a high propensity to subscribe to streaming services

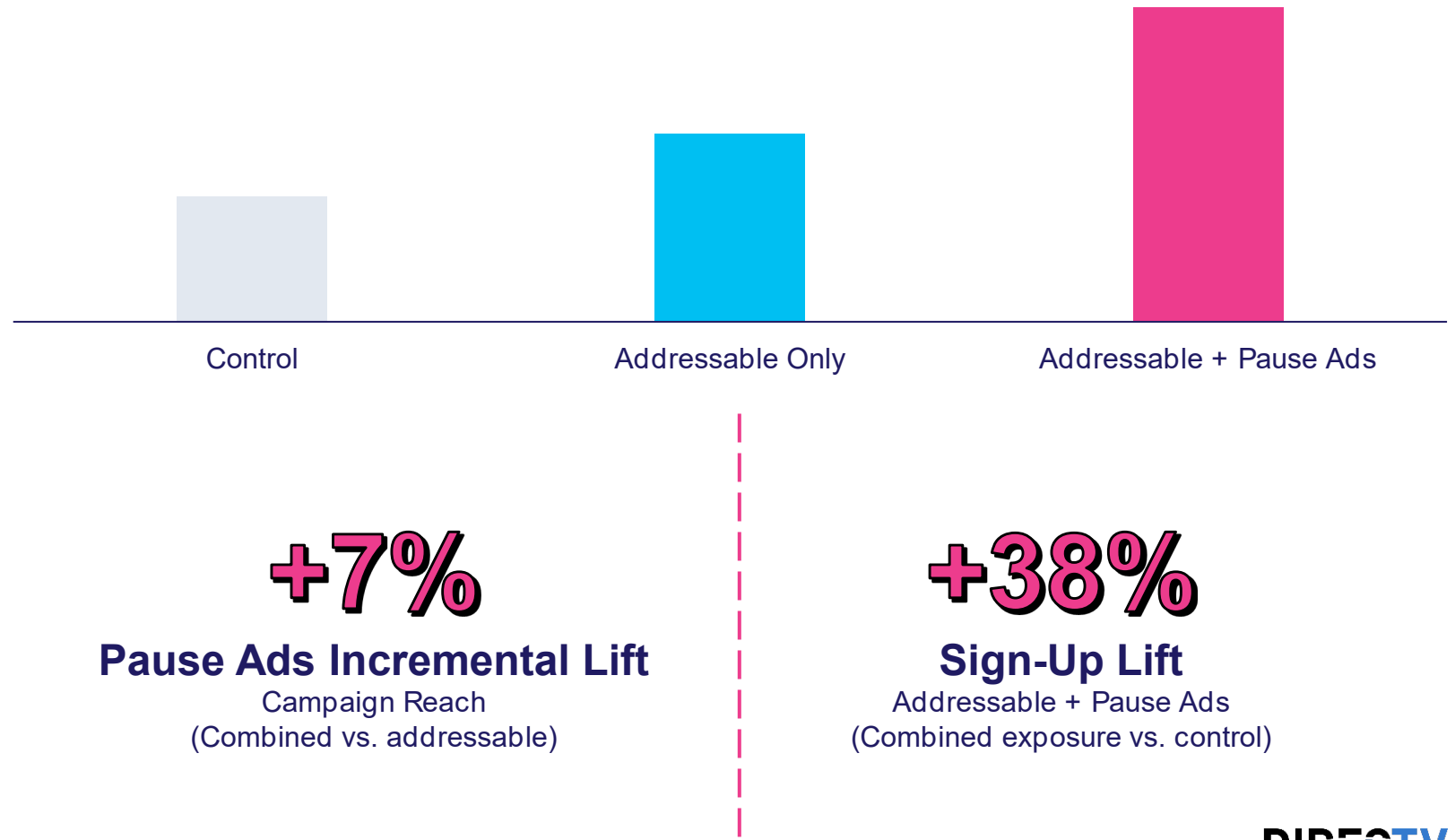
Results

- ▶ The Addressable + Pause Ads campaign successfully increased enrollments for the streaming service and proved exposure of both formats was most effective
- ▶ Integrating Pause Ads with the Addressable campaign **increased overall target reach from 73% to 79%** for the streaming service

Company / Platform

- ▶ DIRECTV data for targeting & third-party data for measurement / Addressable TV

Conversion Lift by Ad Format



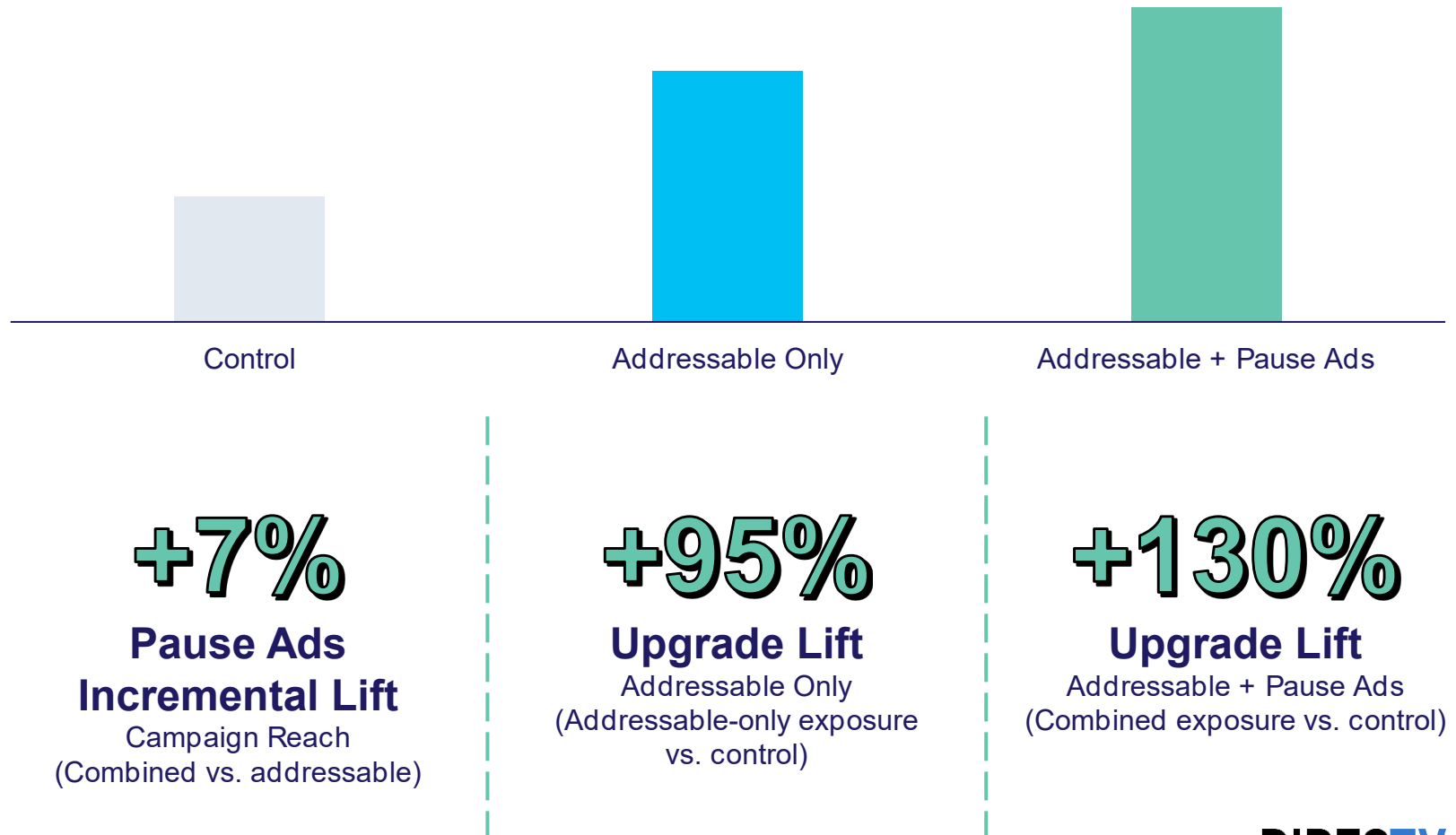
Source: DirecTV Advertising, Case study: *Addressable + Pause Ads, SVOD Streaming Service*. Case study results are based on individual campaign factors. DIRECTV makes no performance warranties. Control: Represents 10% of DTV HHs within the target that did not receive exposure to the addressable or pause ad. Analysis conducted within DIRECTV footprint. Incremental reach within DIRECTV footprint.





DIRECTV successfully increased target reach and subscription upgrades for a streamer using an addressable and pause ads campaign

Conversion Lift by Ad Format



+7%
Pause Ads Incremental Lift
 Campaign Reach
 (Combined vs. addressable)

+95%
Upgrade Lift
 Addressable Only
 (Addressable-only exposure vs. control)

+130%
Upgrade Lift
 Addressable + Pause Ads
 (Combined exposure vs. control)

Source: DIRECTV Advertising, Case study: *Addressable + Pause Ads, Subscription Service Package Upgrade*. 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 or pause ad. Analysis conducted within DIRECTV footprint. Incremental reach within DIRECTV footprint.



Challenge

- ▶ A streamer (SVOD) wanted to run an integrated Addressable and Pause Ads campaign to increase upgrades for a subscription service

Solution

- ▶ 4-week Addressable + Pause Ads campaign

Target Segment

- ▶ Custom target

Results

- ▶ The Addressable + Pause Ads campaign successfully increased upgrades to the add-on package for the subscription service and proved exposure to both formats was most effective
- ▶ Integrating Pause Ads with the Addressable campaign **increased overall target reach from 88% to 95%** for the subscription service

Company / Platform

- ▶ DIRECTV data for targeting & third-party data for measurement / Addressable TV



A TV network implemented a broad, audience -based TV buying strategy which **drove incremental reach** and most of the total campaign’s **digital engagement**

Challenge

- ▶ A national TV network wanted to increase engagement with its digital content (website visits and app downloads) and sought an efficient way to find viewers beyond those they were able to reach with on-network promotion

Solution

- ▶ Using their software platform, Simulmedia created a customized target audience and, after matching the audience with their nationally representative viewing panel, executed an audience-based campaign that ran on 56 other TV networks. The TV network also ran a simultaneous on-air campaign.

Target Segment

- ▶ A custom target built in Simulmedia’s platform that combined multiple attributes and specific viewing behaviors

Results

- ▶ The broad-based, audience-targeted buy **drove incremental reach** and an **outsized number of website visitations and app installs**
 - ▶ Based on these results, the network was able to optimize future campaigns and increase digital engagement

Company / Platform

- ▶ Simulmedia / Data-driven linear



11MM

Unique People Reached



70%

More Web Visits Driven



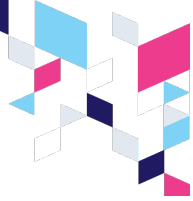
66%

Additional App Installs Delivered

With a budget of **\$150K**, Simulmedia’s targeted campaign reached over **11MM** unique people, and accounted for more than **66%** of the total app installs attributable to the campaign, as well as over **70%** of the website visits.

Source: Simulmedia, Case Study: *Network Increases App Downloads With New TV Strategy.*

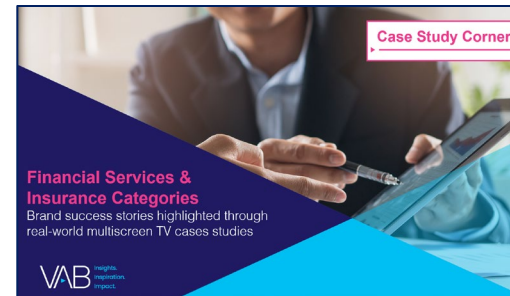
Want more? VAB has a wealth of case studies across additional categories



Automotive



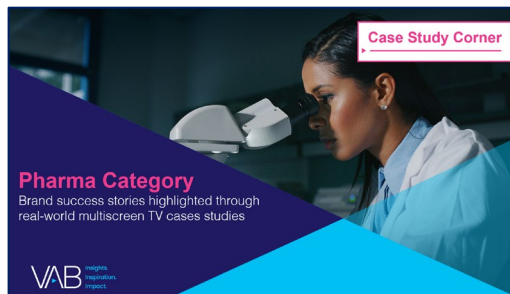
Consumer Packaged Goods (CPG)



Financial Services & Insurance



Health, Wellness & Beauty



Pharmaceuticals



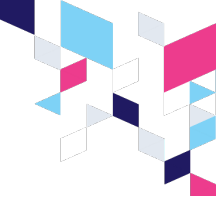
Restaurants



Retail

Access more case studies at www.thevab.com

Want more? VAB also has case studies organized across multiscreen TV platforms including linear TV and streaming / CTV



Stream On



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



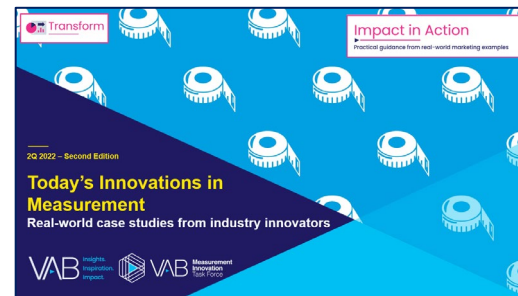
Proven Strategies & Tactics In Audience-Based TV Buying



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

Access more case studies at www.thevab.com

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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