



Case Study Corner

Home Category

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

6 Home 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)



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:

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MiQ leveraged CTV to reach STIHL's desired target audience and **build awareness** during their Spring campaign

Challenge

- ▶ STIHL, a manufacturer of power tools and equipment, sought to drive awareness of their battery-powered outdoor power equipment to tap into their target audience and drive reach

Solution

- ▶ MiQ's Advanced TV solution provided an omnichannel approach to achieve this goal
- ▶ With a 95% VCR KPI, CTV provided an opportunity to meet this goal and reach STIHL's target audience in new ways

Results

- ▶ MiQ ran and tested different creatives across channels including display, OLV and CTV
- ▶ With competitive intelligence, STIHL was able to win SOV over their competitors

Company / Platform / Media Type

- ▶ MiQ / Display, Online Video, Connected TV (CTV)

Results

98%

VCR on CTV
(>3.2% over KPI)

1.4M

CTV Impressions

Source: MiQ, Case study: *STIHL leverages CTV for Spring Awareness Campaign*. 2023.





Whirlpool utilized CTV insights to identify optimal publishers to increase **unique reach** and **cost efficiencies** while managing **frequency**

Challenge

- ▶ Looking to drive awareness, Whirlpool, utilized programmatic CTV to optimize reach, frequency and efficiencies across publishers

Solution

- ▶ Whirlpool launched an awareness campaign across over 50 curated CTV publishers via custom PMPs*, utilizing Innovid as their video ad server and measurement provider

Target Segment

- ▶ Third-party Homeowner Audience Segment

Results

- ▶ Analysis found programmatic buys across multiple publishers (50+) can drive unique reach (**87%**) while maintaining low target average frequency (**3.3X**)
- ▶ Demonstrated how programmatic CTV could drive cost savings while improving ROI; campaign had lower overall cost-per-unique-reach, outperforming ANA study benchmark** by **10%**

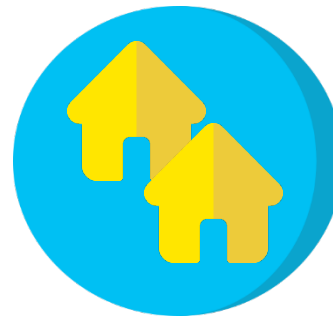
Company / Platform / Media Type

- ▶ Innovid / Streaming Only / Connected TV (CTV)



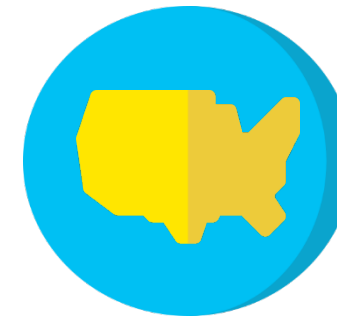
87%

Unique Reach Percentage¹



~26%

Unique Reach Efficiency²



+2.5%

Benchmark Reach of U.S. CTV Universe³



3.3X

Average Campaign Frequency⁴

Source: Innovid, Case study: *Innovid Insights Measures 87% Unique Reach Percentage for Whirlpool*. Campaign time period: 4/1/2021 – 5/30/2021. 1. Unique Reach Percentage: The total number of unique or distinct households (only) reached during the campaign, displayed as a percentage. This included 3rd-party audience segments targeting homeowners. 2. Unique Reach Efficiency: A publisher overall efficiency in reaching unique households against delivered impressions. **3. Benchmark Reach of U.S. CTV Households: Benchmarks are Innovid-ANA's State of Connected TV 2021 Report. 4. Average Campaign Frequency: The average number of times a single household was exposed during the campaign. *Private marketplace.





An appliance manufacturer employed Samba TV's deduplicated omni screen insights to optimize their publisher selection based on reach and frequency

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

Results

- 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

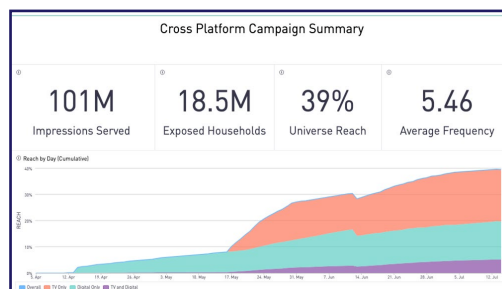
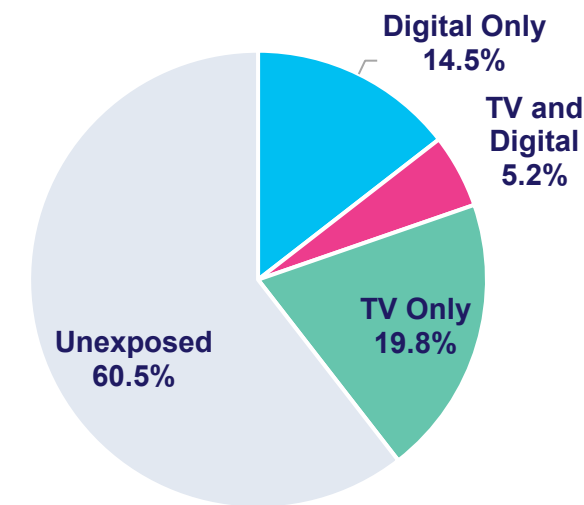
Company / Viewing Source / Media Type

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

Network/Publisher Exposure Overlap (abbreviated example)

Network or Pub 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%	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%

Reach by Platform



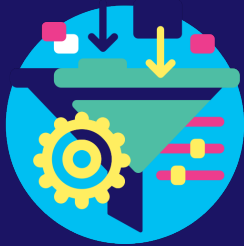
Digital Data Table

	Digital Publisher	Digital Tactic	Impression	Reach	Unique Reach	Unique 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.



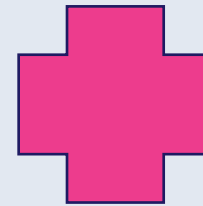
How Multiscreen TV drives Full-Funnel Outcomes



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., visit a website, download an app, sign-up for a subscription, make a purchase, etc.)





A furniture brand used insights from a local streaming campaign to ensure **incremental reach** at an **optimal frequency** while **improving click-through rate**

Challenge

- ▶ A furniture brand wanted to increase unique reach in local markets within a 10-mile radius & extend their media investments by targeting advanced audiences on digital mediums

Solution

- ▶ Measured to establish a baseline in the first 4 weeks of the campaign to understand audience composition per unique local market & tactic across channels
- ▶ Activated custom suppression segments to remove households that were exposed to the brand’s linear campaign messages
- ▶ Optimized campaign tactics and strategy in -flight, leveraging a combination of CTV and 3-screen activation to validate the use of suppression segments for driving incremental reach across the brand’s digital buy

Target Segment

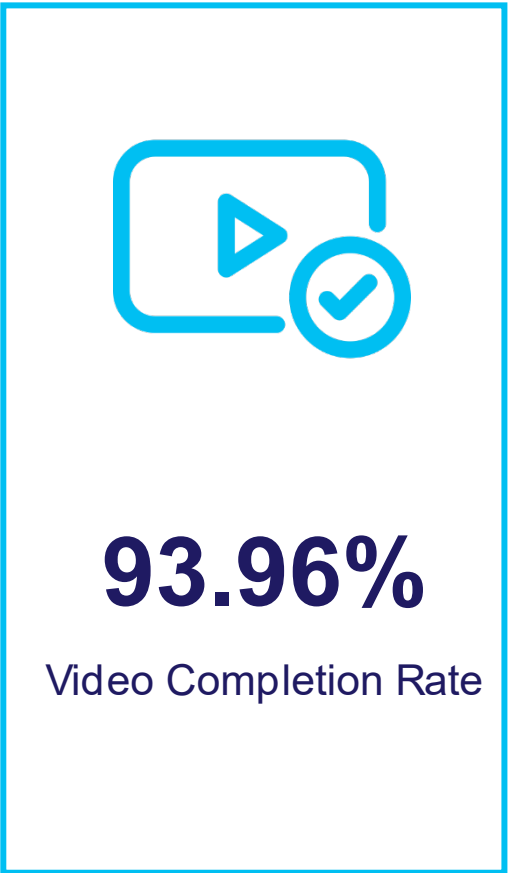
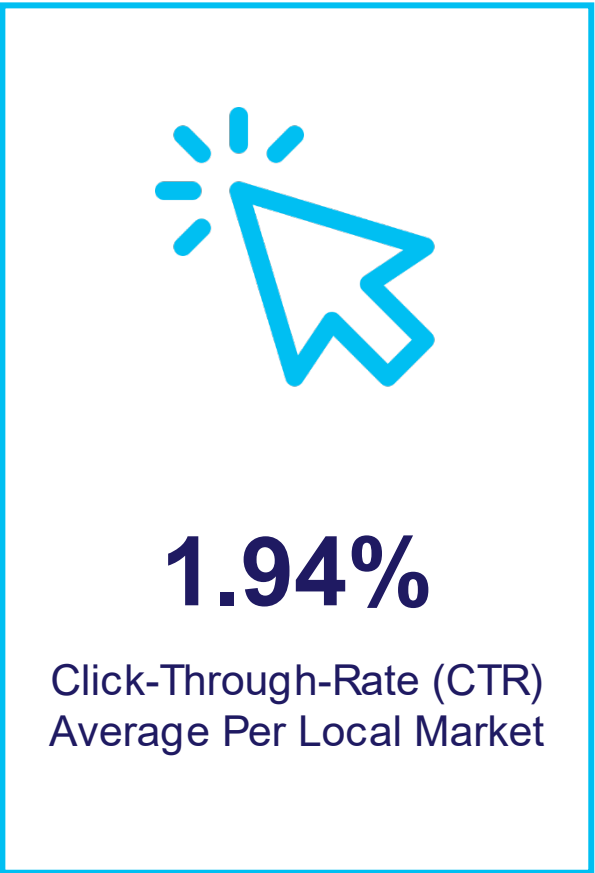
- ▶ Custom in-market target audience at local level

Results

- ▶ VideoAmp measured **1.9MM** incremental users and garnered a **1.94%** click-through-rate (CTR) average per local market and a **93.96%** video completion rate

Company / Platform / Media Type

- ▶ VideoAmp / Streaming + Multiscreen (non-linear) / OTT



Source: VideoAmp, Case study: Furniture Brand Finds Comfort in Reaching Cross-Channel Local Audiences. Campaign time period: August 2020.





A home improvement brand drove double-digit incremental reach and decreased their cost-per-visit through optimization

Challenge

- ▶ A home improvement company was looking for a complement to their Direct Response (DR) TV buying strategy to find a solution that could reach more of their potential customers for a lower cost

Solution

- ▶ Simulmedia utilized their patented predictive technology and direct integrations with national TV networks to maximize reach against the brand's custom target audience. Within the approach, Simulmedia consistently optimized for incremental reach while also driving the cost-per-visit (CPV) down

Target Segment

- ▶ Custom Home Target

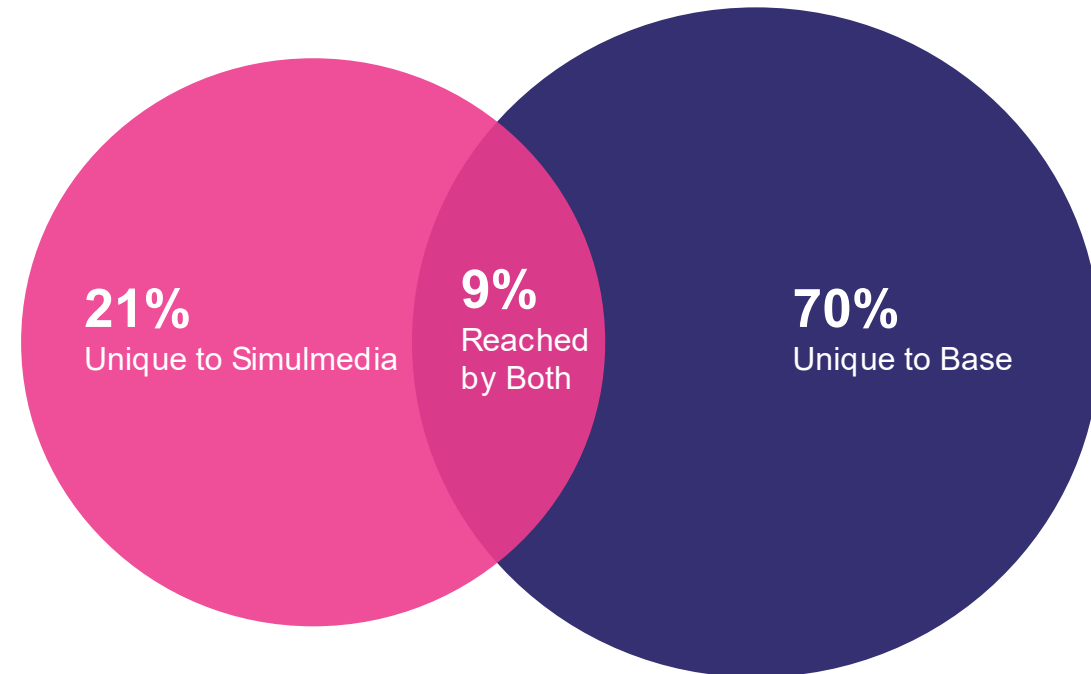
Results

- ▶ The data-driven linear TV campaign achieved an **incremental reach of 21%** with just 5% of the budget the DRTV plan had, and the brand has also seen their **CPV decreased by 49%**

Company / Platform

- ▶ Simulmedia / Data-driven linear

Custom Target Audience Reach: Optimized Audience-Based vs. Direct Response TV Plan



Since activating and optimizing with Simulmedia, the brand has seen their **cost-per-visit decrease by 49%**

Source: Simulmedia, Case Study: *How Simulmedia Drove Growth for a Leading Home Improvement Brand.*

SIMULMEDIA®

Category:

Furniture Retail



Premion delivers full-funnel results for a regional furniture retailer

Challenge

A growing regional furniture retailer wanted to drive awareness of their brand and grow sales within multiple markets. They sought to reach key 'furniture buyer' audiences while proving the campaign generated measurable brand lift, drove both website and in-store sales and generated a positive return on ad spending.

Measurement Solution

- Brand Lift
- Sales Conversion and Website Attribution

Target Segment

- Home Furnishing Intenders + Women 25-54
- New Movers or Homeowners + Women 25-54
- Spanish Speakers

Results

Results proved that PREMION drove roughly **20% brand lift** across 3 KPIs, generated **37K website visits** and 6.2K furniture transactions that resulted in **\$5M in sales revenue**.

Viewing Source / Media Type

- CTV/OTT

BRAND LIFT PERFORMANCE:



+22%

Aided Awareness



+23%

Ad Recall



+17%

Purchase Intent

WEBSITE ATTRIBUTION RESULTS

(within 7 days of exposure):



37K

Exposed Website Visits



2.2K

Exposed Cart Page Visits

SALES CONVERSION RESULTS

(within 30 days of exposure):



6.2K

of Transactions (online + in-store)



\$5M

Generated Sales Revenue



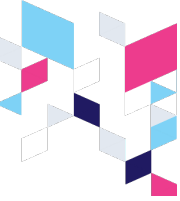
\$809

Average Revenue Per Sale

Source: Premion, Case Study: *How Premion Delivered Full-Funnel Results for a Furniture Brand.*

PREMION

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Home



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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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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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