



How can I make an impact on a local level with streaming?



We scoured the industry for real-world examples of how today's most innovative marketers are using streaming within their video campaigns to deliver on their business objectives.

In these Marketer FAQs, you will find **real-world guidance** on **common questions** marketers have when developing streaming video campaigns.

In this Marketer FAQ series, you'll find answers to these often-asked questions on the impact of streaming video



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How do I use streaming to **extend the reach** of my video campaign beyond linear TV?

2

How do I use streaming video to **boost sales**?

3

How can I make an **impact on a local level** with streaming?

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How can I **drive in-store traffic** with streaming?

Click [here](#) to download the other pieces in this series



A financial advertiser **extended reach beyond linear TV** activity via a geo-targeted streaming campaign

Challenge

- ▶ Financial brand wanted to extend reach beyond its traditional TV campaign while reinforcing its message among light TV viewers and maintaining its existing budget

Solution

- ▶ A geo-targeted streaming campaign was added to the advertiser's existing TV campaign, delivering its message within similar premium, long-form content
- ▶ Bottom 1/3 of households based on total viewing were defined as "light TV" viewing households to measure success

Target Segment

- ▶ A25-64

Results

- ▶ Campaign delivered **+10%** more households and increased frequency **+29%** (4.0x to 5.2x) with even greater results seen among "light TV viewer" households

Company / Platform / Media Type

- ▶ Effectv / 'Effectv Streaming'* + Multiscreen TV / Linear TV, Connected TV (CTV), STB VOD, Mobile & Web

Incremental Benefits From Streaming

Total Campaign

More Reach

+10%

more households reached by adding streaming

More Frequency

+29%

more frequency (4.0 to 5.2) for the cross-platform campaign

"Light TV" Viewing Households

More Reach

+20%

more "light TV" households reached by adding streaming

More Frequency

+79%

more frequency (2.3 to 4.1) for the cross-platform campaign

Source: Effectv, Automotive Case Study. Based on analysis of Effectv Streaming advertising campaigns (2021). Campaign time period: January 2021. This analysis is based upon aggregated ad exposure data of viewing by Comcast households. Comcast households with a pay TV service representing the bottom 1/3 of TV viewing were defined as "Light TV viewing households". *Effectv Streaming* consists of premium, mostly long-form video across multiple devices including Connected TV (CTV), set-top-box VOD (STB VOD), mobile and web.





A furniture brand used cross-channel insights from a local streaming campaign to ensure **incremental reach of the right audience** at an **optimal frequency**

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

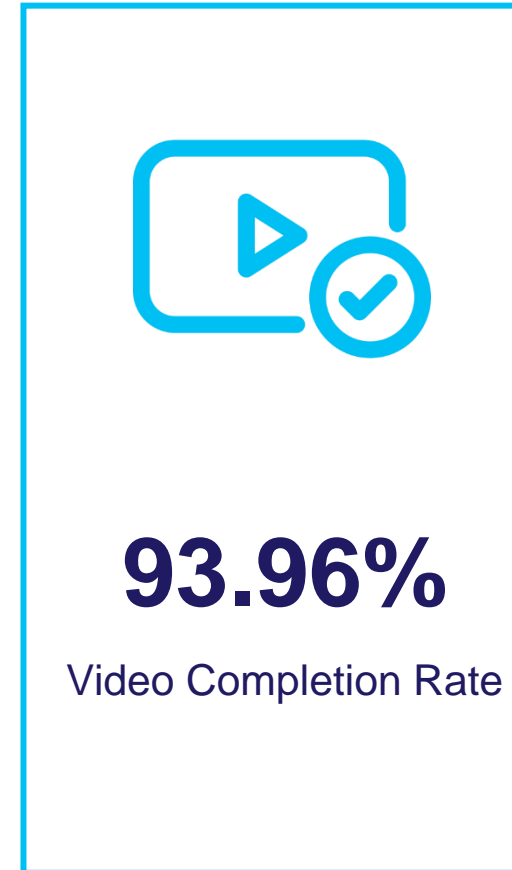
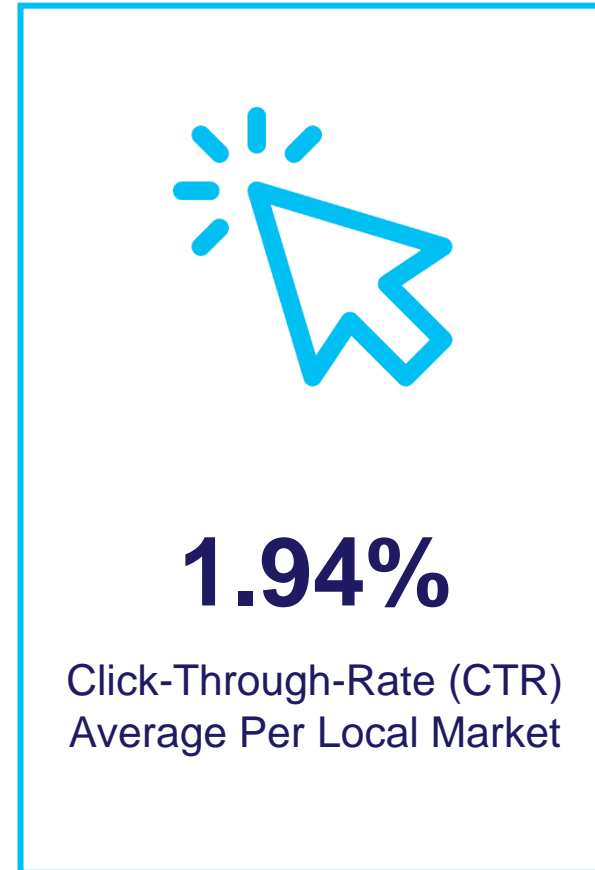
- ▶ Custom in-market target audience at local level

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 geo-targeted, audience-based campaign drove **website traffic** for an automotive brand

Challenge

- ▶ An auto brand sought to efficiently maximize reach and drive website traffic with an audience-based, cross-platform campaign

Solution

- ▶ An audience-based TV campaign ran across 41 networks, with 70% of impressions running outside primetime
- ▶ Enhanced with 20% of overall investment in a targeted streaming campaign to support and expand overall reach
- ▶ Entire campaign was geographically targeted to the area where majority of sales originated

Target Segment

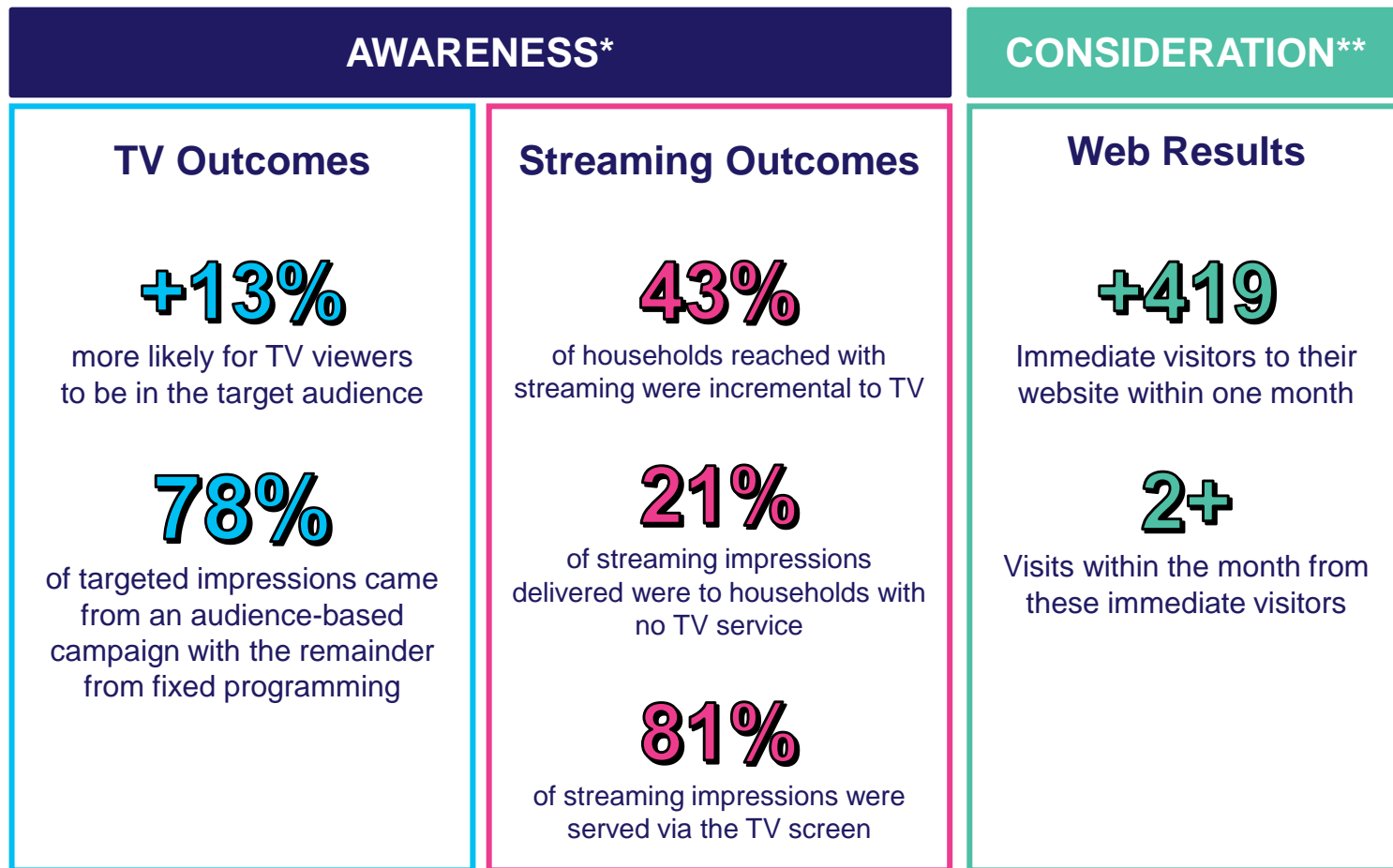
- ▶ In-market for new vehicles

Results

- ▶ Nearly half (**43%**) of households reached via streaming were incremental to TV. Campaign also generated a positive impact on website traffic, increasing immediate visitors to brand's website **+419** in one month

Company / Platform / Media Type

- ▶ Effectv / 'Effectv Streaming'*** + Linear TV / Linear TV, Connected TV (CTV) STB VOD, Mobile & Web



Source: Effectv, Automotive Case Study. Based on analysis of Effectv Streaming advertising campaigns (2021); Web site results provided by TVSquared analysis. Time period: February 2021. *The "Awareness" portion of the analysis consisted of aggregated ad exposure data of viewing by Comcast households. **The "Consideration" portion of the analysis consisted of third-party web site evaluation by TVSquared; Immediate visitors are defined as additional (above pre-determined baseline) web site visitors occurring within 30 minutes of a cable TV ad airing. ***'Effectv Streaming' consists of premium, mostly long-form video across multiple devices including Connected TV (CTV), set-top-box VOD (STB VOD), mobile and web.





A national retailer realized the impact of regional TV and streaming campaigns on driving website traffic and sales through cross-screen campaign insights

Challenge

- A national retailer's holiday 2020 campaign goal required driving shopper behavior across the brand's core brick & mortar footprint while monitoring ecommerce outcomes

Solution

- Media agency Mediahub used an audience-first approach to target shoppers across live linear & streaming devices within a regionalized footprint while measuring website visits post ad-exposure
- Ampersand's Targeted TV solution delivered a geo-targeted, multiscreen campaign across premium live & on-demand platforms, which was measured in partnership with TVSquared to demonstrate how TV exposure drives web traffic*

Target Segment

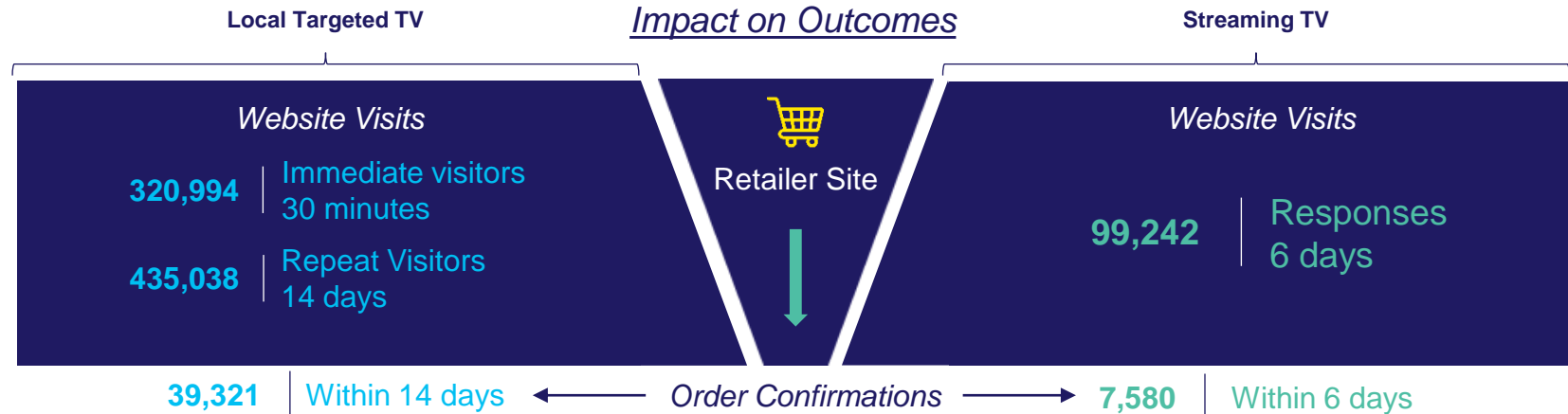
- A25-54

Results

- Campaign insights revealed:
 - Optimal linear TV dayparts and networks: daytime drove **33%** of immediate site visitors
 - Streaming TV insights demonstrated timely impact of campaign, with **30%** of website visitors & order confirmations occurring within 2 days of ad exposure

Company / Platform / Media Type

- Ampersand's Targeted TV solution / Streaming + Linear TV / Local Linear TV, OTT, Connected TV (CTV), Desktop, Mobile, Tablet



Linear Results

Cable TV ad exposure insights identified areas to drive increased performance based on the following:

- Diversify Dayparts:** Daytime and Weekend Daytime drove **33%** of immediate visitors
- Heavy Up Networks:** **3 networks** drove **21%** of immediate visitors

Streaming Results

- 27%** of website responses & **36%** of on-site order confirmations occurred during the weeks of Thanksgiving & Cyber Monday (11/12-12/6)
- 30%** of website visitors + order confirmations occurred within 2-days of ad exposure
- 26%** of all visitors/responses were from Daytime whereas **22%** were from Prime

Source: Ampersand, Case study: Targeted TV Effectiveness: Local multi-screen holiday TV campaign drives shopper engagement + sales. Campaign time period: flight date – 9/28/20-12/25/20; measurement period – 10/13/20-12/27/20. Campaign agency: Mediahub. Data partner: TVSquared. Geos: 19 total based on store proximity. Frequency: even weekly pacing + 95% video completion rate (VCR). Actions measured: retailer site visitation (any page), order confirmation page. Attribution based on website visitation following linear ad or digital ad exposure; Attribution windows: Local targeted TV – 30 minutes = immediate response, 14 days from Immediate Response = Return Response; Streaming – within 7 days Post Initiative Exposure. *Website visits measured by TVSquared pixels.





A geo-targeted multiscreen campaign with tailored creative had a **direct impact on sales** for a local Ford dealership

Challenge

- ▶ A local Ford dealership was looking to expand their primary customer base and conquest sales from competitive dealerships in a geography 20+ miles south of their location

Solution

- ▶ Spectrum Reach developed new creative with new relevant, targeted messaging to use in a multiscreen campaign aimed at Ford customers
- ▶ In partnership with Experian and IHS Markit, Spectrum was able to isolate exposed / unexposed viewers to measure the direct impact of the campaign on business outcomes

Target Segment

- ▶ Ford Car & Truck Buyers

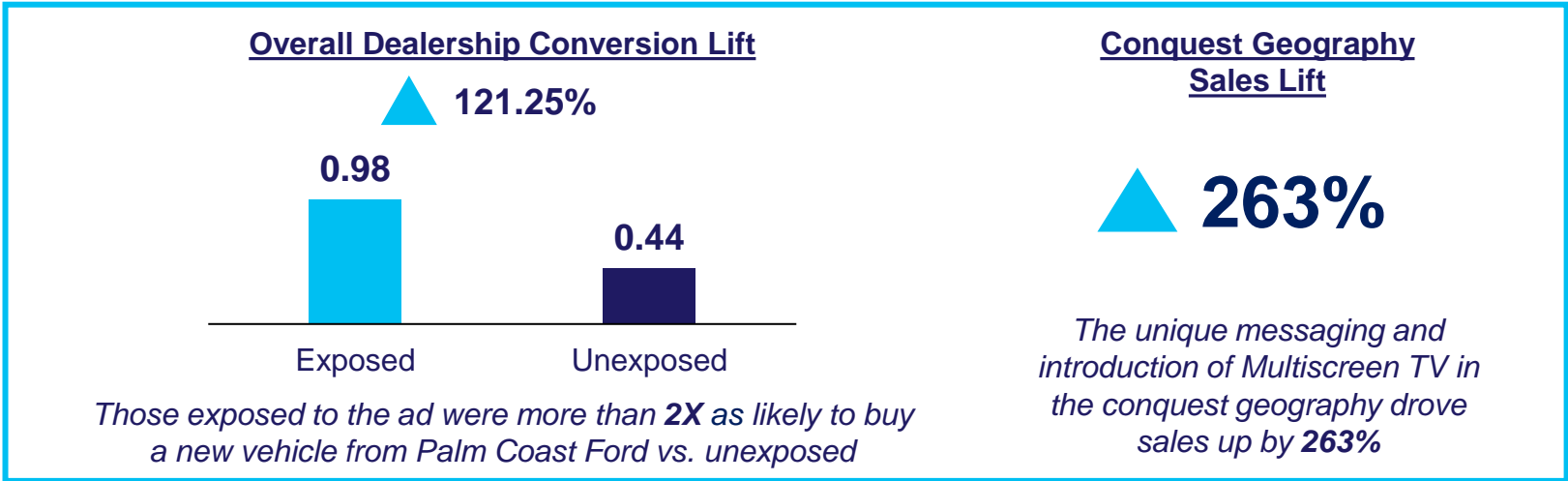
Results

- ▶ **Reach:** A total of **94,975 HHs** were exposed to a Ford Dealer Commercial
- ▶ **Sales:** Exposed homes bought a total of **185 cars** – essentially, 1 car sold for every 500 homes exposed to an ad
- ▶ **Scale:** Spectrum HHs accounted for **61%** of all Palm Coast Ford sales for the 3-month time period. Among that group, **80%** were exposed to the ad

Company / Platform / Media Type

- ▶ Spectrum Reach / Streaming + Multiscreen / Linear TV, streaming TV and addressable online video, display and search

Overall Dealership Multiscreen Impact



Source: Spectrum Reach, Custom Case study: *How Campaign Attribution Made Palm Coast Ford, a Believer in Multiscreen Media*. Data partners: Experian, IHS Markit. Campaign time period: Dec 14, 2020 – Feb 28, 2021. Traffic, Leads and Sales based on purchased made by exposed HH within 90 days of exposure. Conquest: sales during Oct-Dec 2021 compared to Jan-Apr, 2021.





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View this [webinar](#) to learn the **8 best practices** marketers employ when creating successful streaming campaigns



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.**

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