
November 8, 2024

Question of the Week:

“How do I activate an
Addressable TV campaign?”

Addressable TV Defined



Addressable TV is:

Video advertising solution where a **single message from an advertiser is precisely matched to an advertiser-defined audience segment**. This enables different commercials to be targeted to different households on the same TV network at the same time when the viewer is watching.

Addressable TV **uses authenticated data and advanced technology** to facilitate the targeting of relevant messages to qualified audience segments **in adherence to business and consumer privacy compliance requirements**.

Five Steps to Activating an Addressable TV Campaign

1

Establish Target Audience

Deterministically match authenticated audience data against first- & third-party segments within the addressable footprint of your media partner

2

Forecasting

Unlock campaign efficiencies and enhance ad decisioning by leveraging rich historical viewership and audience data

3

Campaign Activation

Serve ads to target audiences across multiple premium, brand safe platforms

4

Campaign Monitoring & Optimization

Enhance campaign delivery through advanced campaign management and optimization opportunities

5

Post Campaign Reporting

Deterministic data allows for precise and performance-based campaign measurement across multiple dimensions at the household level



Geographic



Behavioral



First-Party
Data Matching



Licensed
Third-Party Data



Maximize Reach
Potential



Reduce Ad
Waste



Refine Target
Audiences



Customize
Creative Messaging



Cable TV



Satellite



Smart TV / CTV



Mobile / Web Apps



Timely
Reporting



Reach
Management



Frequency
Capping



Creative
Versioning



Network & Daypart



Audience



Cross Platform



Outcomes

Download our full 12-page report to learn more about **Addressable TV** and its ability to drive outcomes for advertisers



Click report cover below to download

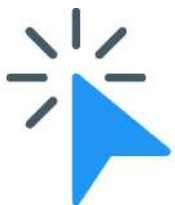


Access additional insights at www.thevab.com

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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