



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



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



1

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?

4

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

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



A luxury auto advertiser's streaming campaign on Tubi delivered on cross-channel incremental reach

Challenge

- ▶ A luxury auto advertiser wanted to extend the reach of their video campaign beyond linear TV

Solution

- ▶ Tubi partnered with TVSquared who combined ACR and digital measurement to understand the incremental reach that Tubi offered beyond the advertiser's linear investments

Target Segment

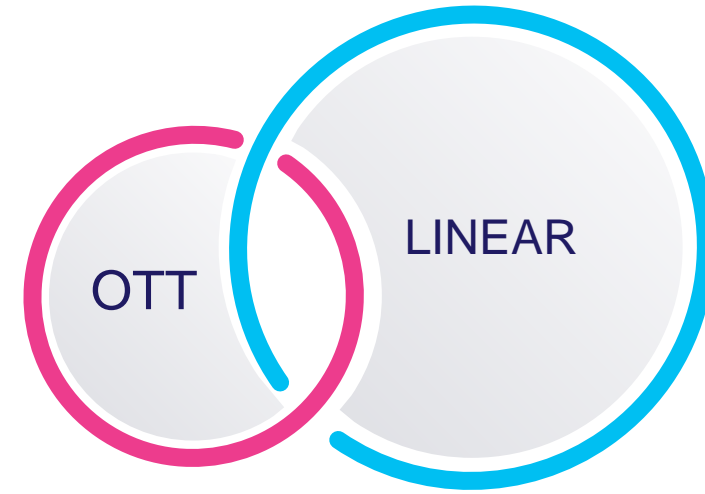
- ▶ Household Income \$75K+

Results

- ▶ 89% of Tubi's audience was incremental to the linear buy, and only 3% of media volume overlapped between Tubi and linear campaigns

Company / Platform / Media Type

- ▶ Tubi / Streaming + Linear TV / OTT + Linear TV



89% of Tubi's Audience was incremental to linear investments

	Share of Impressions	Reach of Proportion	Avg. Frequency
OTT	14%	12%	3.4
LINEAR	83%	86%	2.8
OVERLAP	3%	1%	6.3

Source: Tubi, Case study: *Tubi drives incremental reach*. Campaign time period: 6/16/21-6/30/21. ACR and digital measurement via TVSquared.





A financial services brand reached **incremental audiences** and **drove efficiencies** via a cross-channel campaign

Challenge

- ▶ A leading financial services brand wanted to grow awareness and adoption of its free digital product, particularly by untapped audiences that hadn't previously been reached with its linear-only campaigns

Solution

- ▶ Simulmedia used its Cross-Channel Insights platform to identify the client's target on both CTV and linear while gauging overlap of audiences between the two
- ▶ Simulmedia accessed premium CTV inventory across dozens of publishers to pinpoint most cost-effective impressions

Target Segment

- ▶ Audiences unexposed to brand's linear-only campaigns

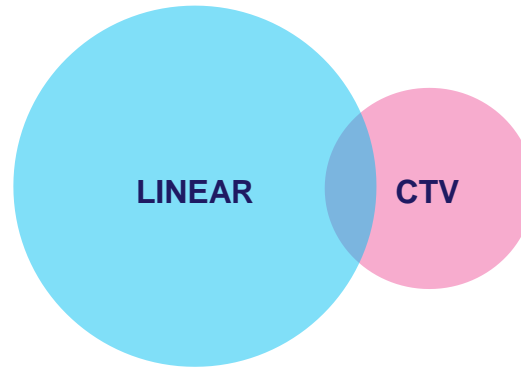
Results

- ▶ **86%** of audience reached by CTV campaign was only reached on CTV
- ▶ Less than **2%** of exposed HHs were reached by both linear and CTV campaigns
- ▶ With 3% of overall spend, CTV campaign drove nearly **10%** in incremental reach

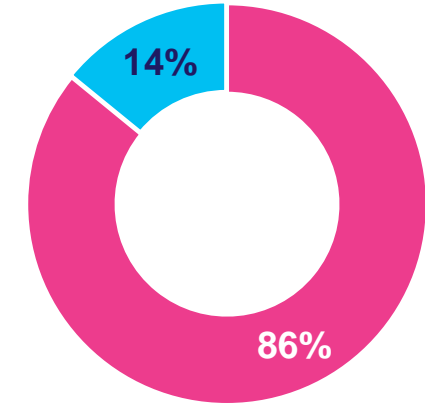
Company / Platform / Media Type

- ▶ Simulmedia / Streaming + Linear TV / Connected TV (CTV), Optimized Linear TV

Cross-Channel Measurement



Finding Unique Audiences on CTV



■ CTV Incremental ■ CTV + Linear



903K

Unique devices reached



86%

Were reached only on CTV, through the financial service's CTV campaign



10%

CTV campaign drove almost 10% in incremental reach

Source: Simulmedia, Case Study: *How Simulmedia Drove Incremental CTV Reach*. Campaign time period: 6/14/2021-7/2/2021.

Category:

Insurance



A leading mutual insurance company optimized their OTT campaign, enabling **expanded reach, greater brand awareness and increased website visits**

Challenge

- ▶ Mutual insurance company Amica wanted to justify and optimize their investment in streaming and measure incremental conversions* across OTT publishers compared to their linear TV campaigns

Solution

- ▶ Utilized iSpot Unified Measurement to analyze the incremental reach and compare the performance of ads running across linear TV and major streaming providers, with the ability to compare at an individual OTT publisher level

Target Segment

- ▶ Custom audience target

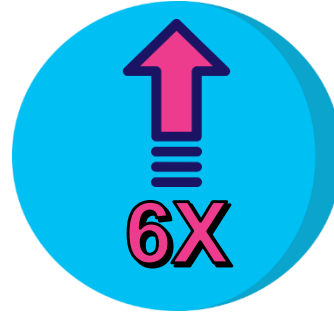
Results

- ▶ Streaming served as a valuable complement to traditional TV buys, driving **6x higher** conversion rates than linear TV ads alone
- ▶ With visibility into deduplicated reach & conversion rates of linear vs. streaming ads, Amica determined **:15s** streaming ads were most effective in driving conversions, allowing them to adjust their media plan

Company / Platform / Media Type

- ▶ iSpot.tv / Streaming + Linear TV / Linear TV, OTT (Connected TV)

With the help of Unified Measurement, Amica was able to:



Prove that streaming ads converted at a **6x higher** rate than linear ads alone



Identify OTT publishers with **higher conversion rates** to continue to invest in



Determine that **:15s streaming ads were more effective** in driving conversions and adjust media plan accordingly

Source: iSpot.tv, Case study: *Justifying and Optimizing Linear and Streaming TV Advertising*. Campaign time period: Q2 2020. *Primary conversion KPI: web visits.

iSpot.tv



A luxury auto brand achieved incremental reach among previously-unexposed audiences by targeting qualified segments across OTT

Challenge

- ▶ A luxury automotive brand wanted to drive incremental reach of those who hadn't seen their linear ad, while controlling and optimizing frequency of ad-exposed viewers by tercile

Solution

- ▶ Created a custom suppression segment comprised of viewers already exposed to brand's ad on linear, layered with granular digital qualifiers
- ▶ Targeted new, qualified audiences across OTT, as well as retargeted light & medium ad-exposed viewers across digital
- ▶ Delivered cross-screen reach & frequency reporting to identify overlap of ad exposed audiences across linear & digital to ensure the brand's ad reached the right viewers, at the right time

Target Segment

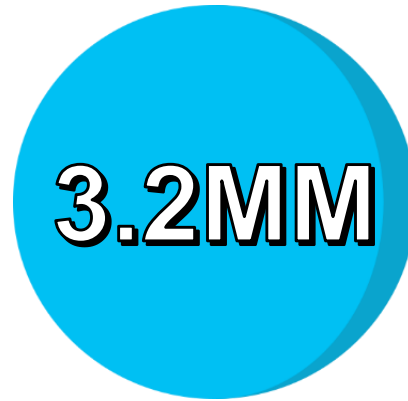
- ▶ Auto intenders who had not previously engaged with the brand
- ▶ Third-party audience who have been exposed via linear TV

Results

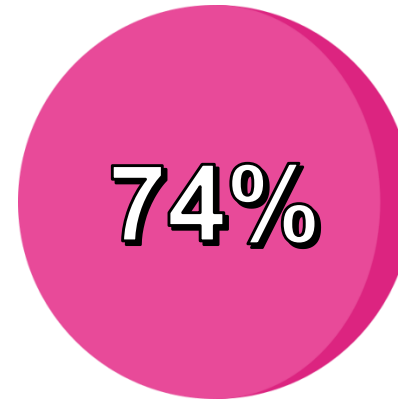
- ▶ VideoAmp measured **3.2MM** in incremental reach across OTT, an increase of **74%** vs. linear TV, for an overall cost savings of **\$701K**

Company / Platform / Media Type

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



Incremental Reach Across OTT



Increase Reach Compared to Linear



In Overall Cost Savings

Source: VideoAmp, Case study: *Luxury Automotive Brand Leaves No Household Behind with 3.2M Incremental Reach Across OTT*. Campaign time period: February 2019.





A fitness advertiser was able to monitor & optimize a cross-platform campaign aimed at driving incremental reach and online registrations

Challenge

- A fitness advertiser launched a 2-part cross-platform TV campaign & needed a single source for converged TV measurement and attribution to track reach, frequency and incremental reach of linear and Connected TV (CTV)

Solution

- Brand leveraged TVSquared's ADvantage XP platform for 1:1 deterministic measurement & attribution for a unified view of performance & delivery metrics for all inventory sources including national broadcast & local cable for linear and streaming platforms like Roku, Hulu, Tubi, etc.

Target Segment

- Custom Audience Target*

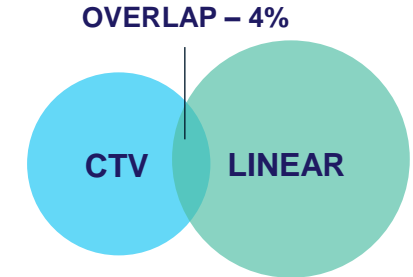
Results

- Adjustments to inventory led to a greater share of impressions on streaming in 2nd campaign (+87%)
- Increasing CTV impressions and diversifying across additional publishers increased unique CTV household reach by a further 22% (vs. earlier campaign)

Company / Platform / Media Type

- TVSquared's ADvantage XP platform / Streaming + Linear TV / Connected TV (CTV), Linear TV

Impression split	CTV	Linear
Campaign 1	14%	86%
Campaign 2	58%	42%



*represents overlap of second campaign

Transforming Insights into Actionable Results

78%

of CTV Households Were Incremental to Linear

By increasing CTV impression share

4x

Response Rate for CTV vs. Linear in Campaign 1

Influenced greater impression share for CTV in Campaign 2

-37%

Cost per Registration for CTV

Following adjustments across inventory sources

+116%

Increase in TV driven registrations for CTV

Optimizations drove increase

+93%

Uplift in HHs engaged due to Linear TV

Optimizations drove lift

-39%

Cost per Registration for Linear TV

Following adjustments across inventory sources

Source: TVSquared, Case study: ADvantage XP: Delivering a Single Source of Truth for Converged TV . Campaign time period: Campaign 1 - January–March 2021 vs. Campaign 2 - May–July 2021. *Custom target built based on the number and variety of channels and genres they used.





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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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