

2021

Proven Strategies & Tactics In Audience-Based TV Buying

Success Stories Highlighted Through Real-World Case Studies

What You'll Learn...

- ▶ You'll learn *how to get started* planning a successful audience-based buy on multiscreen TV. **We answer questions like...**
 - What is audience-based buying and how does it differ from a traditional TV ad campaign?
 - What type of audiences can be targeted?
 - What TV platforms can it be implemented on?
 - Which companies support and measure this activity?
 - How is success measured?
- ▶ Be inspired by *real-world examples* showing how brands used an audience-first buying approach to meet a business challenge to drive success. Inside, and in the related supplement, is a detailed look at how **23 brands** across **16 product categories** met KPIs such as **incremental reach/awareness, increased website visits, greater in-store traffic** and more.

Delivering Greater Impact For Multiscreen TV Campaigns

Examining the building blocks behind
audience-based buying





What is ‘Audience-Based Buying’?

Many marketers plan and purchase television advertising based upon a demographic - primarily age and/or gender, such as adults 25-54 or women 18-49.

However, with advances in technology and measurement, marketers can target and buy multiscreen TV ad campaigns against **specific audiences such as lifestyle characteristics and purchase behavior**.

The process of planning and buying advertising in this way is called **‘audience-based buying’**.

Using anonymized aggregated data to inform their decision-making, **marketers can deliver relevant advertising directly to custom audience segments** like “new parents” or “in-market car shoppers”, wherever and whenever they are watching.

This insights piece focuses on audience-based buying as it relates specifically to data-driven multiscreen TV

How does an audience-based TV buying strategy differ from a traditional TV campaign?



- ▶ Different approaches involve different targeting parameters, currency, buying practices and measurement

Traditional TV Campaigns

- ▶ **Overall Approach:** Reach a planned number of viewers within a buying demographic
- ▶ **Target:** Based on demos like age and gender (e.g., A25-54, W18-49)
- ▶ **Currency:** GRPs, CPP/CPM
- ▶ **Informed by:** Program ratings, panel / survey data
- ▶ **Buying practices*:**
 - ▶ Creative messaging allocated by time of day (dayparts), often focuses on higher rated time periods (prime)
 - ▶ A premium is typically placed on higher rated networks or 'buzz worthy' programs
- ▶ **Measures of Success:** Demographic delivery
- ▶ **Reporting:** Post-buy



Audience-Based TV Campaigns

- ▶ **Overall Approach:** Reach the audiences that are most receptive to, and most likely to take action on, your ad based on their interests and behaviors
- ▶ **Target:** Total audience (P18+) with focus on specific behaviors, buying habits and psychographics
- ▶ **Currency:** Impressions, Effective CPM (eCPM)
- ▶ **Informed by:** Data (e.g., first-, second-, third-party data)
- ▶ **Buying practices*:**
 - ▶ Reach, frequency and creative messaging optimization
 - ▶ Data-informed daypart allocation around target audience's viewing behaviors
 - ▶ Targeted campaigns across deeper network list
- ▶ **Measures of Success:** Business outcomes
- ▶ **Reporting:** Test-and-learn capabilities provided by data partners allow for optimization

**This reflects a sampling of buying strategies that can be utilized*



What type of audiences can be targeted?

▶ With audience-based buying, marketers can target beyond traditional demographics via data-driven targets based on buying habits, personal characteristics and TV viewing behaviors

Buying Habits



Potential New Homeowners



Fast Food Regulars



Truck Intenders



Resort Travelers



In-Market Vehicle Buyers



Beauty Enthusiasts



Mobile Gamers



Home Improvement Shoppers

Personal Characteristics



Physicians



Health-Conscious Adults



Expectant Mothers

TV Viewing Behaviors



Entertainment



News



Award Shows



Heavy Viewers

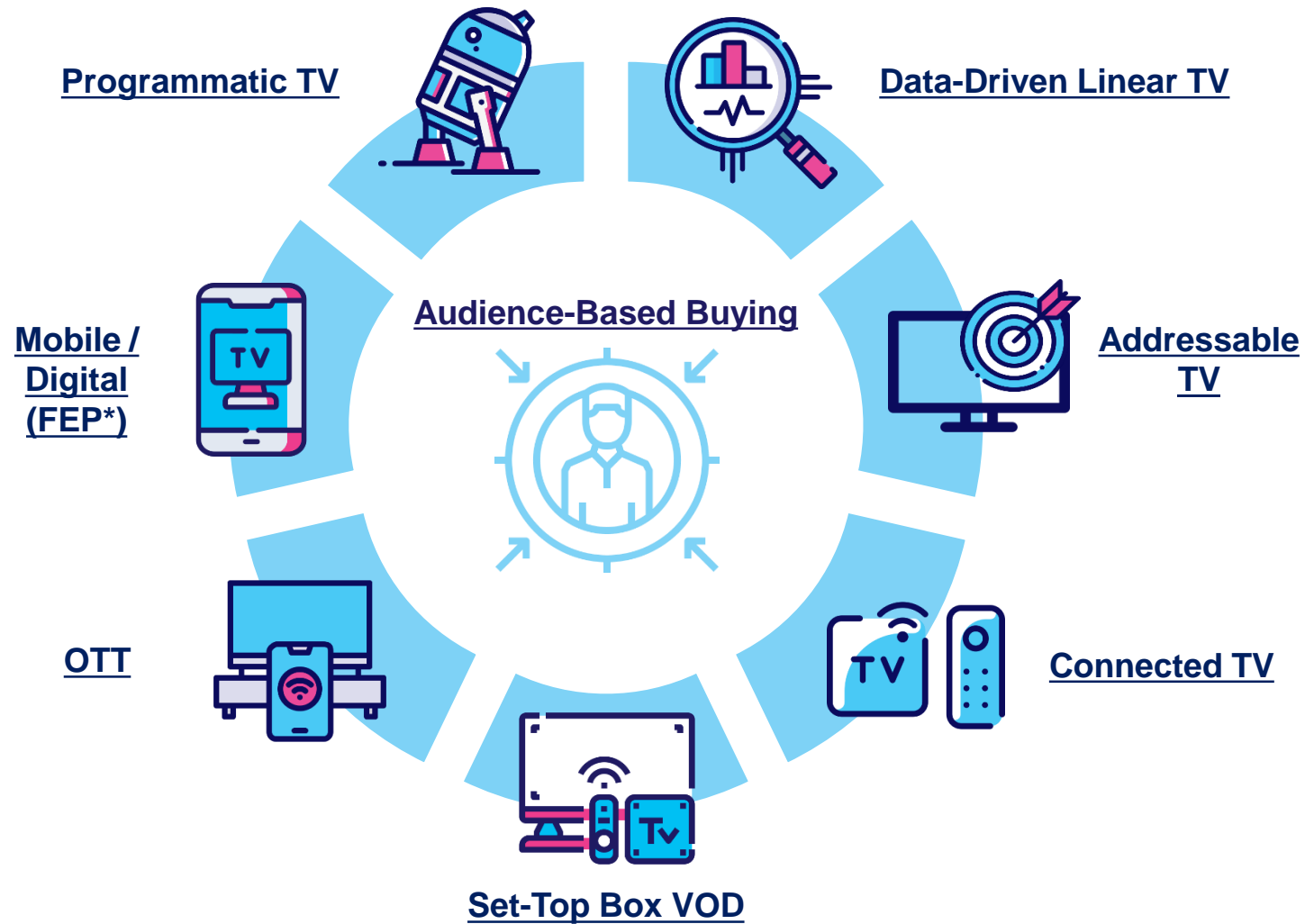


Non-Heavy Viewers



What TV platforms can you buy on?

- ▶ Audience-based buying can be implemented across screens, providing marketers with a **variety of TV platforms** to choose from



*FEP= Full Episode Player



Which companies support and measure audience-based TV buying?

- ▶ Programmers, content distributors and data & analytics companies have already introduced solutions to provide marketers with **precision targeting** and the ability to **connect with consumers at scale**

Where can you buy inventory?



Who can help you measure / optimize your campaigns?



Who is working to standardize and simplify the process?



**This reflects a sampling of companies within the audience-based ecosystem.*

How is the success of an audience-based campaign measured?

- ▶ Audience-based multiscreen TV campaigns can deliver **measurable outcomes** through the marketing funnel, **driving greater awareness** of their brands and motivating the *most relevant* consumers to **take action**

Awareness

Audience-based buying can **expand reach** and drive **brand recall** by targeting the consumers who are *most likely* to be interested in a brand or product based on their interests and shopping behaviors



Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)

Action

By targeting the most relevant consumers with an ad, brands *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, subscription sign-ups, bookings)



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)

Audience-Based Buying in Practice

Real-world case studies highlighting business outcomes throughout the marketing funnel





Audience-Based Buying in Action

An audience-based buying approach offers marketers a smarter way to plan and buy TV - one that provides **greater precision** to reach their target audiences, that integrates **comparable metrics to plan and buy cross-platform campaigns** and that delivers the ability to **tie campaigns directly to brand outcomes**.

For that reason, audience-based buying has gained **momentum** in the industry and is being implemented by a wide variety of marketers.

The following case studies, representing **15 different client categories** and **11 different media companies**, illustrate how audience-based buying is being used today.

Organized by the brand's primary attribution objective (awareness or action), the following case studies detail the marketer's **challenge, solution, target segment and campaign result**.

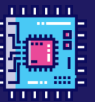
Case Study Directory: By Category, By Media Company



▶ Awareness ▶ Action ▶ Through the Funnel *Color Coded by Measurable Outcomes


 Automotive
 ▶ Ampersand
 ▶ Effectv
 ▶ NY Interconnect

 Beauty / Retail
 ▶ A+E Networks

 Consumer Electronics
 ▶ TVSquared


 Consumer Packaged Goods (CPG)
 ▶ Amobee

 Education
 ▶ a4 Media

 Entertainment
 ▶ TVSquared


 Financial Tech (DTC)
 ▶ NBCUniversal


 Healthcare / Pharma
 ▶ DeepIntent

 Mobile Gaming
 ▶ Simulmedia

 Quick Service Restaurant (QSR)
 ▶ NBCUniversal

 Real Estate
 ▶ AMC Networks

 Travel (Hotels)
 ▶ Simulmedia

 Travel (Resorts)
 ▶ NBCUniversal

 Tune-In
 ▶ NY Interconnect

 Wellness
 ▶ A+E Networks

Click on any company to go directly to their case study

Eight proven strategies and tactics in successful audience-based TV buying campaigns

Understand your consumer and their behaviors

Utilize 1st, 2nd and/or 3rd party data & tools for targeting and measurement

Consider cross-platform opportunities

Implement 'test and learn' campaigns

Buy a broad & deep schedule of TV networks

Effective targeting improves cost efficiencies which maximizes ROI

Understand which outcomes are most important to your objectives

Optimize to outcomes for your current & future TV buys

Upper Funnel Case Studies

How Audience-Based Buying Can Drive Awareness

Awareness

Audience-based buying can **expand reach** and drive **brand recall** by targeting the consumers who are *most likely* to be interested in a brand or product based on their interests and shopping behaviors



Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



Auto brand drove double-digit incremental reach through optimized buy

+14%
Impressions from the AND-based buy vs. traditional

Challenge

- ▶ Auto brand sought to extend the reach of their campaign against truck buyers

Solution

- ▶ Utilizing 'Define + Find' within Ampersand's audience-based buying solution, The AND Platform, the brand optimized their buy across more networks and dayparts based on target audience viewership data

Target Segment

- ▶ Truck Intenders

Results

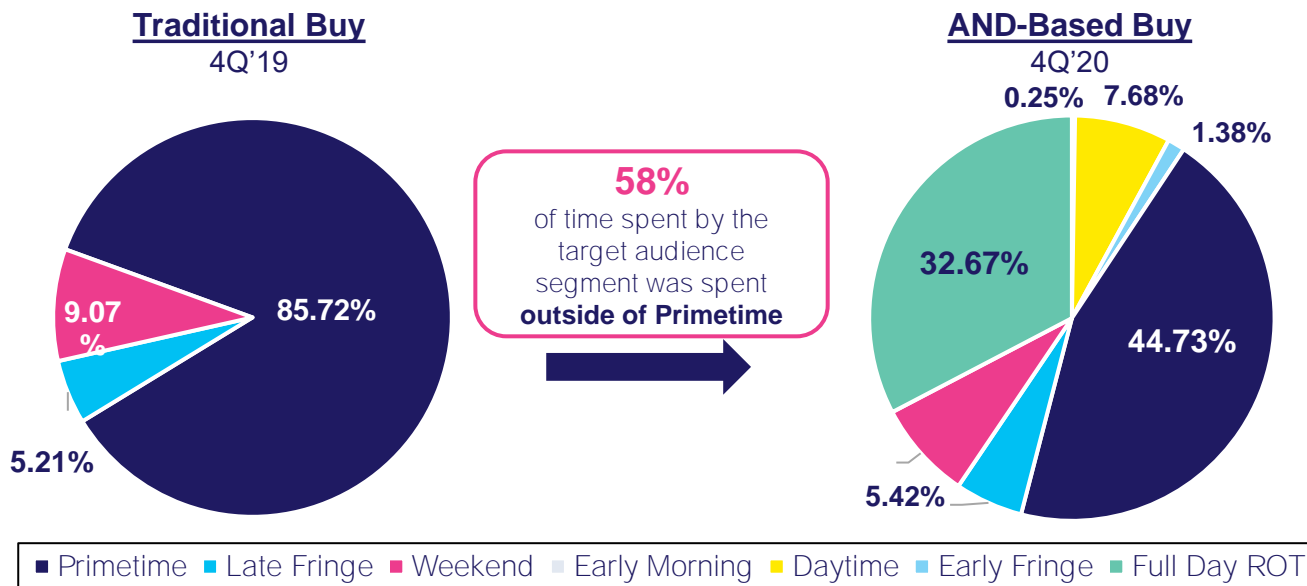
- ▶ While adhering to market specific CPM and weekly impression goals, the optimized buy lifted total impressions by 14%

Company / Platform

- ▶ Ampersand's The AND Platform / Data-driven linear

Test Campaign	# of Dayparts	# of Networks	Total Impressions
4Q'19 (Traditional Buy)	3	11	3,575,600
4Q'20 (AND-based Buy)	7	25	4,061,500

TRUCK Campaign by Daypart - Washington DC



Source: Ampersand, "Automotive Brand" Test Campaign: The AND Platform.





A multi-brand CPG efficiently augmented their strategic target's reach across a large portfolio of brands



Challenge

- ▶ The agency of a leading CPG brand needed to efficiently allocate spend and maximize reach across all its upfront commitments, while overcoming a legacy system of manually allocating TV units across each brand

Solution

- ▶ By leveraging data-driven linear TV planning and optimization, a multi-brand CPG was able to:
 - ▶ Automate quarterly optimizations and allocations against their schedule of upfront inventory
 - ▶ Achieve deep granularity and maximum efficiency against strategic targets (ST) across the entire brand family
 - ▶ Maximize the outcome for each brand's target within a demo-based portfolio

Target Segment

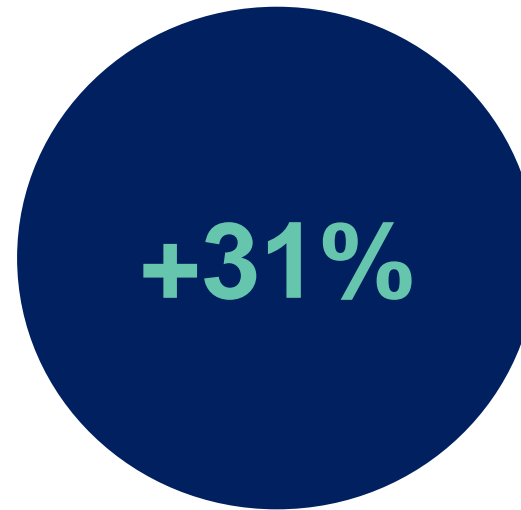
- ▶ CPG Strategic Target*

Results

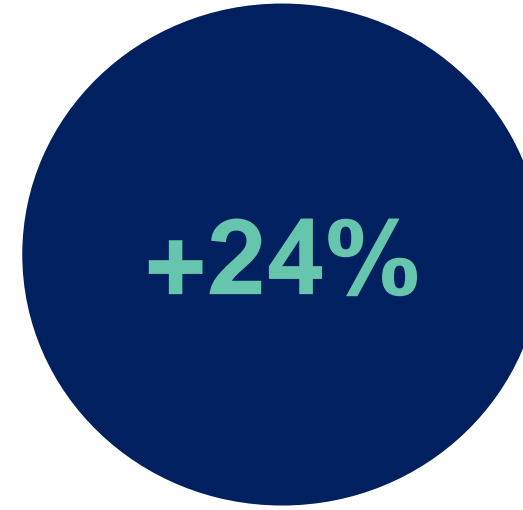
- ▶ Campaign efficiency increased while demo and strategic reach increased

Company / Platform

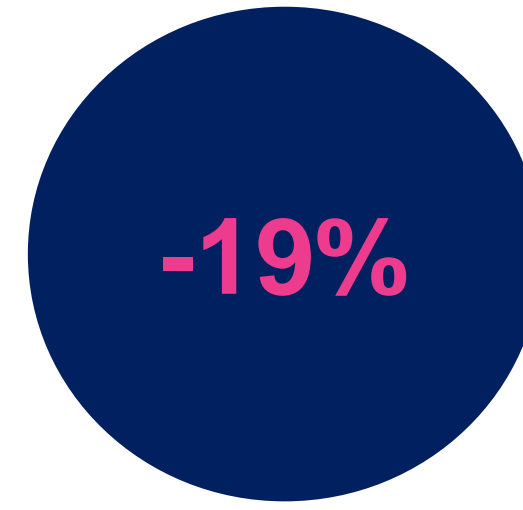
- ▶ Amobee / Data-driven linear



Increase in **Demo Reach**
Across All Brands



Improvement in
Strategic Target Reach



Reduction in
Strategic Target eCPM

Source: Amobee, Case Study: Major Agency Augments Multi-Brand Reach with Data Driven Linear. *Strategic targets varied according to brand, Beyond age and gender, targets leveraged data such as purchase history, family situation, location, pet ownership and household income.





Education brand extended linear TV campaign to OTT, reaching new consumers and creating efficiencies

Challenge

- ▶ Seeking to increase awareness by reaching a new audience, an education brand sought to supplement their linear TV campaign with OTT

Solution

- ▶ Utilizing pre-campaign data, a4 Advertising identified which households were less likely to be exposed to the linear campaign, enabling them to build a highly optimized incremental OTT campaign targeting homes based on exposure in-flight.

Target Segment

- ▶ HHs Unexposed to Linear TV Campaign

Results

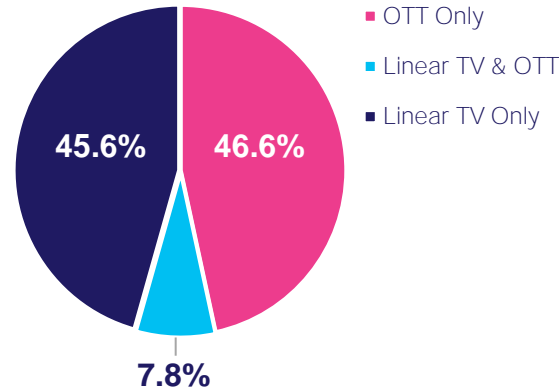
- ▶ Optimizing in-flight, a4 was able to focus on unexposed homes while enhancing campaign efficiency, ultimately growing the OTT incremental reach from 3.7% to 14.7%

Company/ Platform

- ▶ a4 Advertising / OTT

Target Audience Exposure Profile

% of Reached Target HHs

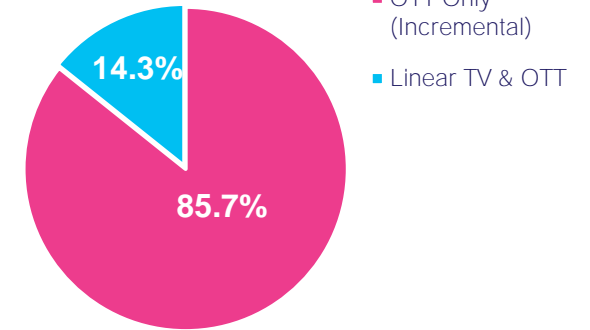


Only 7.8% of target HHs were exposed to the ad on both linear and OTT, confirming the campaign reached primarily net new homes

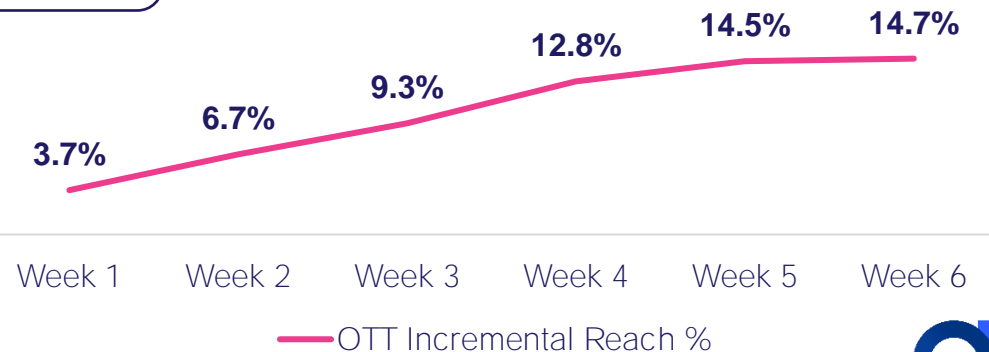
The incremental reach generated purely by the OTT campaign grew from 3.7% to 14.7% (+297% growth rate) from week 1 to week 6

OTT Incremental Reach Campaign Efficiency

% of OTT Reached HHs



Of all the homes reached via OTT during the campaign, 86% were exposed to OTT only, efficiently driving incremental reach



Source: a4 Advertising, OTT Incremental Reach Case Study, based on 6 on-air weeks campaign flight.





Healthcare company raised awareness of new medication by engaging qualified physicians in CTV

Challenge

- ▶ Increase market share for a prescription migraine medication by raising awareness amongst physicians who prescribe competitive drugs

Solution

- ▶ DeepIntent® matched the brand's NPI (National Provider Identifier) list with their HCP universe to identify and target on a 1:1 basis on smart TVs, gaming consoles and streaming devices including Roku, Samsung and Apple TV

Target Segment

- ▶ Highly Qualified Healthcare Professionals (HCP)
 - ▶ 75%+ of the 1.6MM HCP universe is addressable by DeepIntent's platform daily

Results

- ▶ A high-quality database mixed with 1st party data, fueled by constant optimization resulted in an on-target reach of over 60%

Company / Platform

- ▶ DeepIntent® / DeepIntent Healthcare DSP / CTV



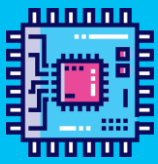
62%

*on-target reach;
exceeding the brand's
expectations*



99%+

*exposed HCPs matched to
NPI for physician-level
measurement and reporting*



An optimized test campaign led to significant investment in OTT for a Consumer Electronic (DTC) brand

Challenge

- ▶ Looking to increase awareness and attract new customers, a DTC consumer electronics brand sought to optimize their existing OTT campaign to ensure new households were being targeted

Solution

- ▶ TVSquared optimized the brand’s publisher mix, heavying up where net new impressions were available and determining the ideal frequency (between 4-6x/mo), driving better ROI and minimizing waste

Target Segment

- ▶ Households unexposed to other publishers

Results

- ▶ By optimizing delivery and frequency by focusing on unique audience reach, “wasted” impressions were reduced and household reach was boosted 35% per month

Company / Platform

- ▶ TVSquared / OTT



1 → 9

New publishers added over 6-month period



+150%

Increase in OTT ad spend in 2nd half 2020 by advertiser after testing OTT in early 2020



+35%

Increase in net new HHs reached per month



Source: TVSquared, Case study: *Extending Audience Reach with OTT*. Flight duration: August 2020-Jan 2021.

Lower Funnel Case Studies

How Audience-Based Buying Can Drive Action

Action

By targeting the most relevant consumers with an ad, brands *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, subscription sign-ups, bookings)



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)

Category:

Real Estate



Challenge

- ▶ A major realty brand sought to increase traffic to their website

Solution

- ▶ The brand worked with AMC Networks to build a plan to effectively reach their custom target, after examining historical iSpot website conversions based on the brand's past demo-based buys, AMCN determined a benchmark and applied a guaranteed conversion lift for the new audience-targeted campaign

Target Segment

- ▶ Potential New Homeowners (MRI Fusion)

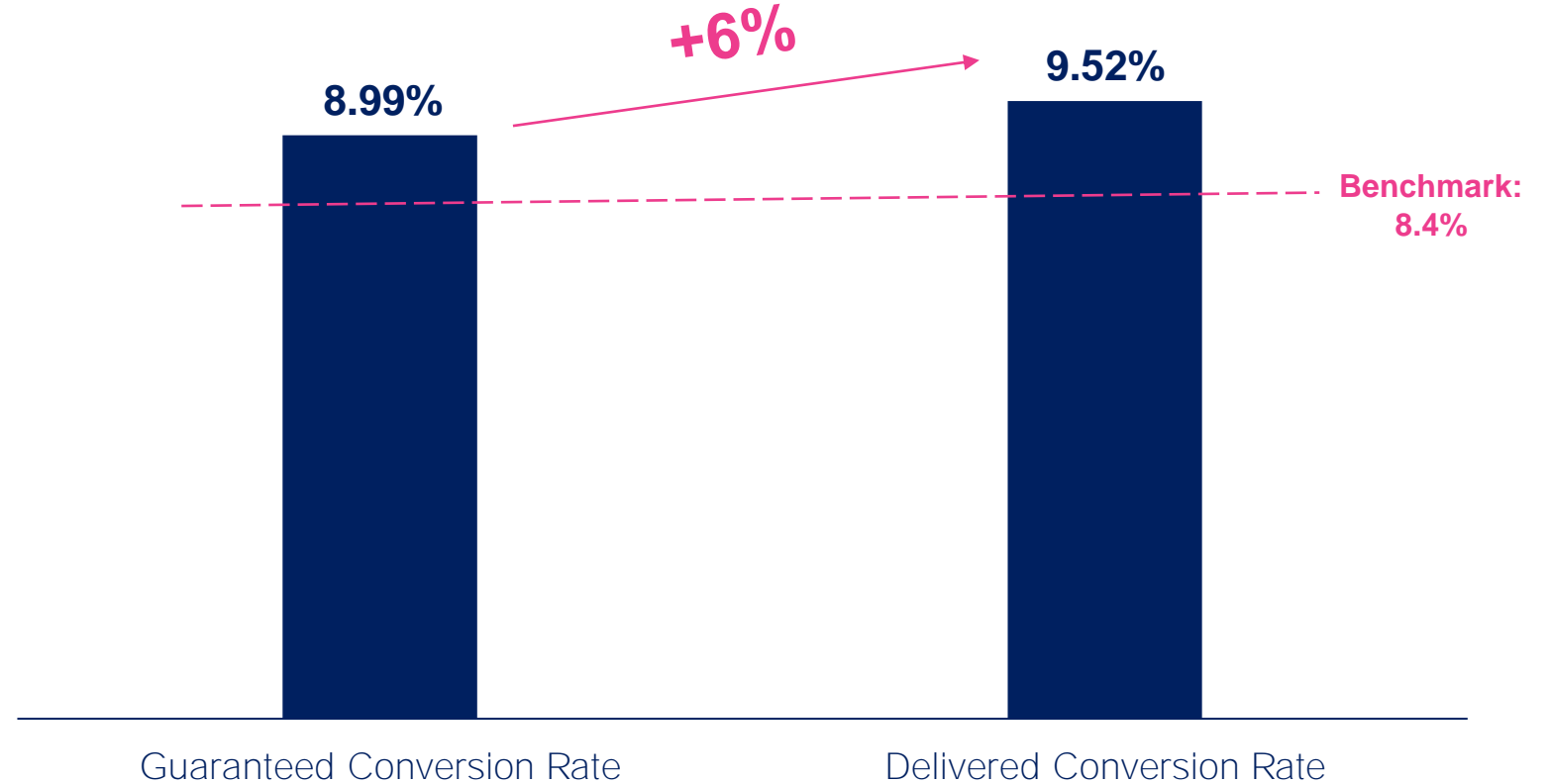
Results

- ▶ Through advanced TV targeting, AMC Networks **overdelivered on the brand's web visit conversion rate guarantee by nearly +6%** within the 14-day attribution window

Company / Platform

- ▶ AMC Networks / Data-driven linear

A realty brand utilized advanced TV targeting to increase traffic to their website



Source: AMC Networks, iSpot TV, iSpot conversion data, Q1 2020, 14-day attribution window. Target based on MRI Fusion data.





A luxury resort brand increased their website traffic through addressable VOD



Challenge

- ▶ A leading luxury resort group sought to increase traffic to their website

Solution

- ▶ Using NBCU's AdSmart audience targeting solution, the brand ran an addressable TV campaign across the NBCU VOD portfolio to reach their custom 'traveler' target. Data Plus Math was utilized to measure the impact of the campaign on driving traffic to the advertiser's website.

Target Segment

- ▶ Custom Mastercard 'Luxury Hotel & Resort Travelers'

Results

- ▶ By implementing a targeted addressable TV campaign, the brand saw a double-digit lift in overall website visitations

Company / Platform

- ▶ NBCU's AdSmart solution / Addressable TV
 - ▶ (VOD: NBCU set-top box VOD, NBCU CTV O&O apps, NBCU on Hulu)

AdSmart drove double-digit site visitation lift



+24% lift in visitation to the advertiser's website



+35% lift in unique visitors to the advertiser's website

AdSmart drove double-digit page visitation lift across the site

+50% lift in visitation to the advertiser's homepage

+56% lift in visitation to property search pages

+27% lift in visitation to resort booking pages

+42% lift in visitation to special offers pages

+34% lift in visitation to resort + flight booking pages

+19% lift in visitation to resort-only booking pages

Source: NBCU, AdSmart + Luxury Resort Case Study.

NBCUniversal



A new 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.





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

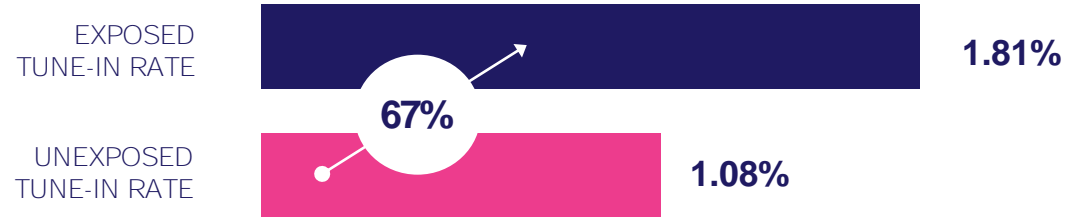
- ▶ Households exposed to both the linear TV and OTT campaign converted at an average rate that was 67% higher than that of the average non-exposed household

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)





Beauty Retailer drove higher in-store traffic and conversions through advanced TV targeting

Challenge

- ▶ Increase store traffic for a beauty retail company

Solution

- ▶ Using their Precision1 tool, Lifetime created custom linear and digital targets (Nielsen MRI / Krux), tracked ad exposure on Vizio smart TVs (iSpot), resolved identities (LiveRamp / Experian) and measured foot traffic to retail locations via mobile (PlaceIQ)
 - ▶ Partnered with iSpot to develop attribution analysis to guarantee conversion lift based on data from year prior

Target Segment

- ▶ Beauty Enthusiasts – custom target created using Nielsen MRI (linear) and Krux (digital)

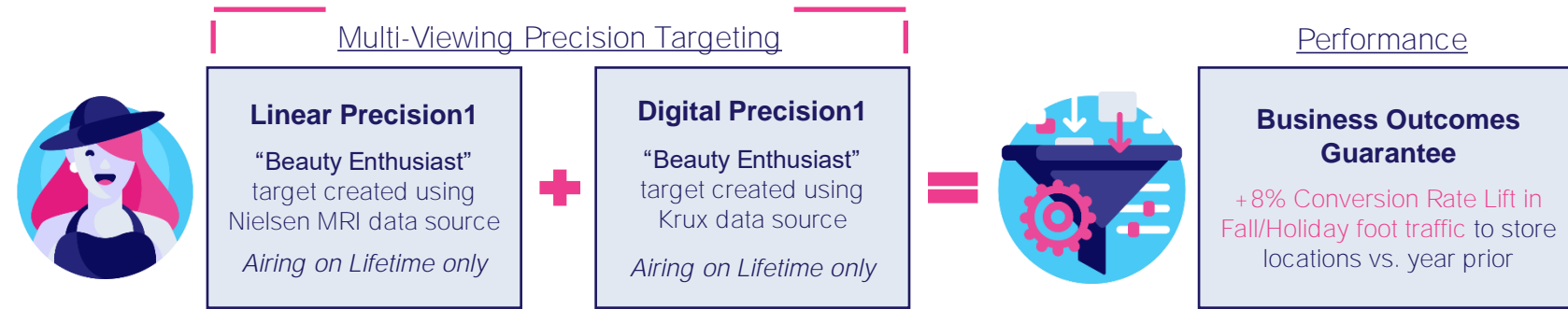
Results

- ▶ Through audience-based targeting and measurement, Lifetime delivered an in-store conversion rate lift (CRL) 10x greater than the guarantee

Company / Platform

- ▶ A+E Networks' Precision1 / Multiplatform TV

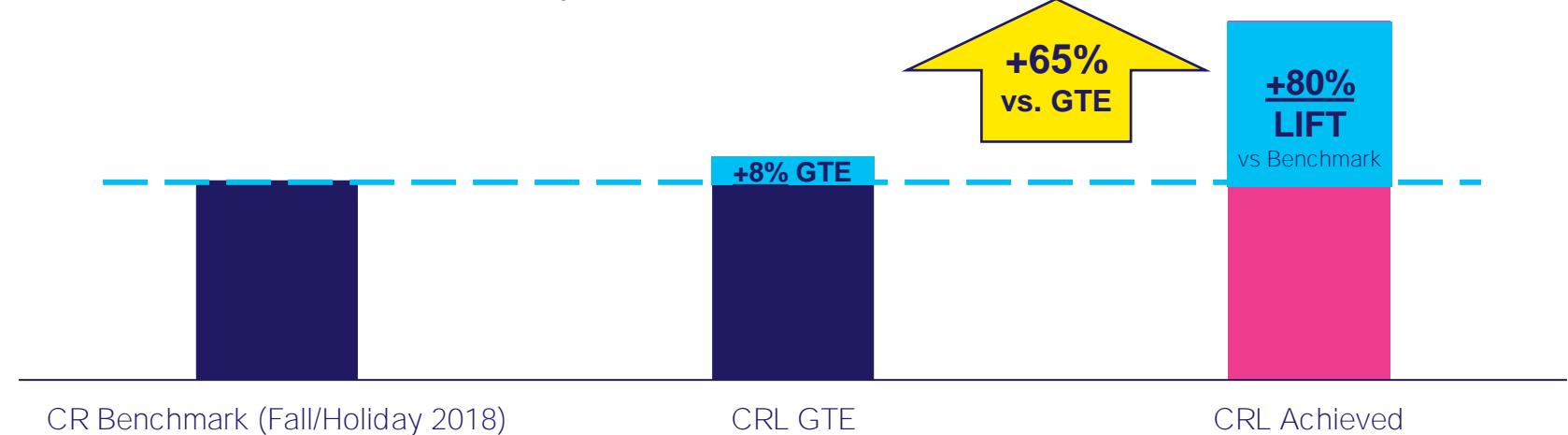
Setting a Benchmark & Guaranteeing Outcomes



'Beauty Enthusiasts' TV Conversion Rates Outcomes

14-day attribution window, Lifetime TV Network

Lifetime



Source: A+E Networks, "Beauty Enthusiast" Precision + Performance Case Study. Audience targets based on data from Nielsen MRI (Linear) and Krux (Digital). *Retail locations included in malls and shopping centers in addition to being stand-alone structures. Data partners: iSpot, Vizio, LiveRamp, Experian, PlaceIQ. Flight duration: 9/1/19 – 12/24/19, with a 14-day attribution window.



Category:

Quick Service Restaurant



Challenge

- ▶ A QSR brand wanted to drive foot traffic to restaurant locations during a limited-time promotion

Solution

- ▶ Using NBCU's AdSmart audience targeting solution, the brand ran a national TV campaign across the NBCU portfolio to reach their custom target. Data Plus Math was utilized to measure the incremental impact of the campaign on driving foot traffic to the brand's locations.

Target Segment

- ▶ Custom LiveRamp look-alike target modeled from the brand's 1st-party database of mobile app users

Results

- ▶ By implementing a targeted data-driven TV campaign, overall restaurant visitations increased +4.5% with a +5% increase among in-target HHs

Company / Platform

- ▶ NBCU's AdSmart solution / Data-driven linear

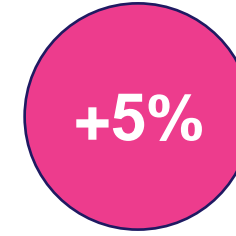
A QSR brand saw lifts in foot traffic among all exposure groups, especially target households, through a data-driven linear TV campaign

% Lift in Restaurant Visitation



Overall

(Total HHs Exposed to AdSmart Campaign vs. Total HHs Exposed to Non-AdSmart Campaign)



In-Target

(Target HHs Exposed to AdSmart Campaign vs. Target HHs exposed to non-AdSmart campaign, the non-target lift indicates a strong halo effect)



Non-Target

AdSmart Exposure Among Target HHs Drove Higher Restaurant Visitation, Validating The Targeting

+18%

Higher In-Target Restaurant Visitation vs. Overall

+22%

Higher In-Target Restaurant Visitation vs. Non-Target

Source: NBCU, AdSmart + QSR Case Study.

NBCUniversal



Mobile gaming company saw lift in users, engagement and monetization through data-driven linear TV campaign

Challenge

After running digital-centric campaigns for years, a mobile gaming company was looking for additional ways to reach new and existing customers and get those customers to monetize at a higher rate

Solution

To reach new, existing and former customers, Simulmedia created custom target audiences, developed a detailed forecast of the programs they were predicted to watch during the duration of the campaign and developed a media plan that maximized reach by advertising on 53 networks

Target Segment

Custom target based on brand's first-party customer data matched to viewing panel data

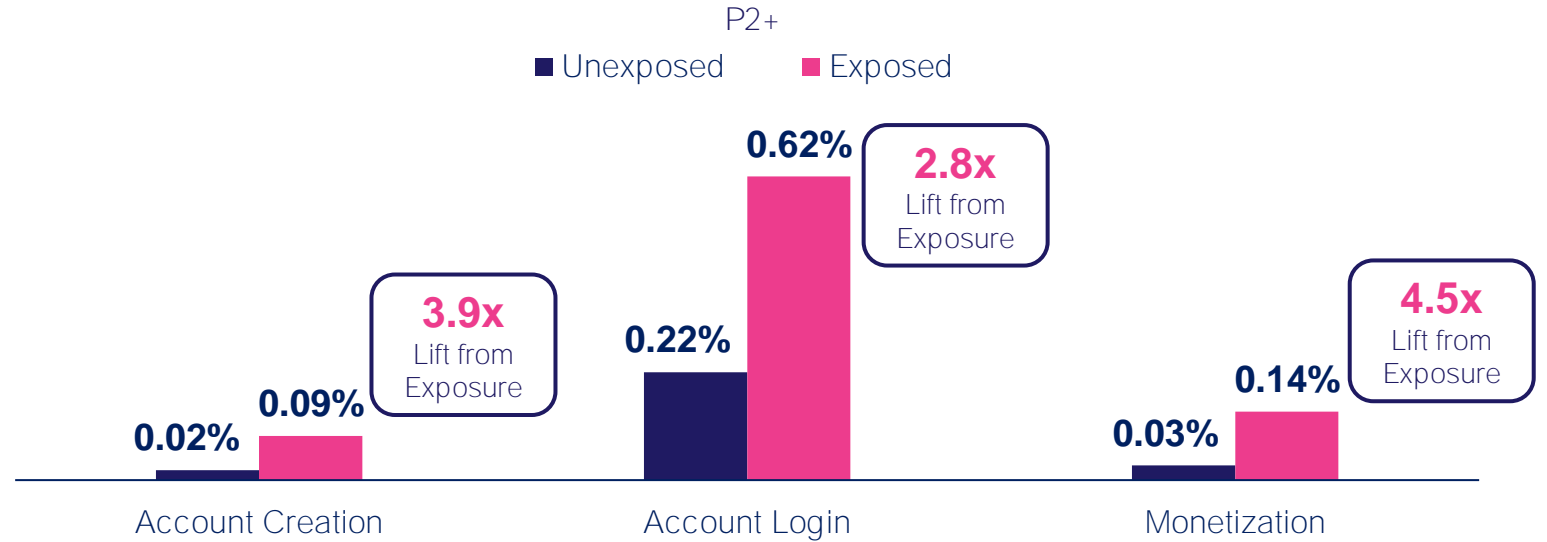
Results

By implementing a data-driven linear TV campaign, the ROAS was 4.5x greater and every KPI increased (account creation, login, monetization)

Company / Platform

Simulmedia / Data-driven linear

Conversion Rate by Action



Exposure to the campaign resulted in:



4.6X

Higher acquisition rate for new users



4.1X

Higher win-back rate for users who hadn't played in 2-4 weeks



\$1.31

Return on advertising spend (ROAS) from a 4.5X greater monetization rate & increased in-game spending

Source: Simulmedia, Case Study: Mobile Gaming Company Uses Simulmedia to Increase Acquisition and Monetization.



Audience-based buying outperformed traditional linear TV in **online sales lift** and conversion efficiency for a wellness brand

Challenge

- ▶ A wellness brand sought to improve the online conversion performance of their traditional linear TV plan

Solution

- ▶ The brand utilized A+E Network’s Precision solution to follow the custom target’s journey from where they were engaged and from engagement to conversion. Then A+E’s Performance solution was utilized for:

- ▶ TV Lift Performance (TLP): measures the relative performance of a campaign component’s contribution and impact on TV Lift
- ▶ Conversion Efficiency (Index): compares estimated spend (via iSpot) divided by the attributed campaign conversions to TV norms

Target Segment

- ▶ Health-Conscious Adults

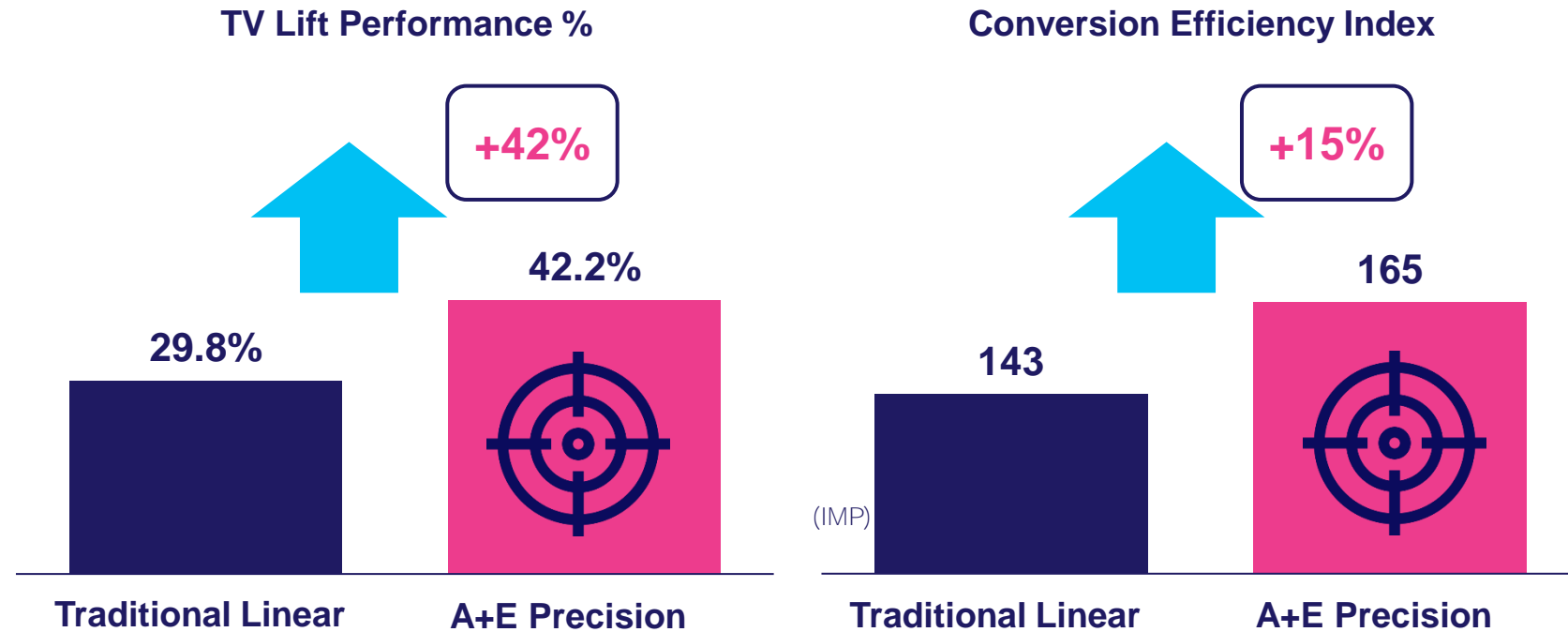
Results

- ▶ Through audience-based targeting and measurement, A+E Networks contributed to a **+42% lift in TV performance** and **+15% in conversion efficiency**

Company / Platform

- ▶ A+E Networks’ Precision+Performance / Data-driven linear

Outcome: Online Purchases



A+ E Precision optimization increases vs. the cable TV average:

- Lift performance: **+27%**
- Conversion Efficiency Index: **+41%**

Source: A+E Networks, Case Study: *Digital Conversion From Linear Campaign*. Traditional Linear = consists of A+E networks and competitors where the brand is running advertisements. **TV Lift Performance (TLP)**: Measure the relative performance of a campaign component’s contribution and impact on TV Lift. **Conversion Efficiency (Index)**: Index comparing estimated spend (via iSpot) divided by the attributed campaign conversions to TV norms.





Leading auto manufacturer shifted to an addressable + data-driven TV strategy which drove incremental sales revenue

Challenge

- ▶ A leading auto manufacturer set a goal to increase sales in the NY area for five specific model vehicles

Solution

- ▶ To ensure the initiative focused on the most qualified in-market prospects, NYI created spot addressable and linear TV campaigns exposing messaging to four target auto segments

Target Segment

- ▶ Four targeted auto segments

Results

- ▶ By concentrating on the four auto segments, conversion among those homes skyrocketed: four of the five models experienced an incremental lift; net incremental sales revenue increased \$7.1M with most sales occurring with two months of seeing the first ad

Company/ Platform

- ▶ NY Interconnect / Addressable TV, Data-driven linear

Results / ROI

Target Model Vehicles Only



- ▶ 336 Incremental sales
- ▶ +6% Incremental lift in sales

ROI



- ▶ Net Incremental Sales Revenue: \$7.1M
- ▶ \$4.53 per dollar spent

Additional Key Findings



- ▶ Households exposed to the campaign purchased 6,302 target model vehicles



- ▶ Four of the five models experienced positive sales lift outcomes



- ▶ Three of the models ranked among the Top 3 in share within their respective competitive classes; One of the models ranked #1 in its competitive class



- ▶ Increased ad exposure had a positive impact as the conversion rate increased along with the number of exposures



- ▶ The majority of sales occurred 60 days after first being exposed to the ad

Source: NY Interconnect, Case study: Addressable TV Collaboration Drives Up Sales. NY DMA, Conversion analysis based on set-top box ad exposure matched to Experian Automotive sales data. Incremental Lift = (Exposed Buy Rate – Unexposed Buy rate)/Unexposed Buy rate), Incremental Sales = (Exposed Households * (Exposed Buy Rate – Unexposed Buy Rate). Spot Addressable TV – Altice, Linear TV – Charter, Comcast. Campaign time period: 4Q '19.

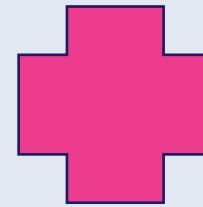


Case Studies

How Audience-Based Buying Can Drive Outcomes Through the Funnel

Awareness

Audience-based buying can **expand reach** and drive **brand recall** by targeting the consumers who are *most likely* to be interested in a brand or product based on their interests and shopping behaviors



Action

By targeting the most relevant consumers with an ad, brands *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, subscription sign-ups, bookings)



Category:

Automotive



Challenge

- Tate Automotive (Dodge, Chrysler, Jeep) in Glen Burnie, Maryland sought to increase sales by expanding their customer base while achieving cost efficiencies

Solution

- Following a small test based on a data-driven TV campaign with Effectv, which showed that incremental reach is achieved within a broader schedule, the brand applied those learnings to a full-scale audience-based campaign utilizing more than twice as many networks as the previous year

Target Segment

- In-Market for a New Vehicle

Results

- The full-scale audience-based campaign led to:
 - Greater efficiencies: +24% YoY investment increase vs. +46% YoY increase in target HH reach (vs. traditional campaign in 2019)
 - Sales: 160 cars sold, #1 brand dealer in the state

Company / Platform

- Effectv's Audience Intelligence for Local / Data-driven linear

An optimized test led to an audience-based TV campaign which drove incremental reach, increased sales and cost efficiencies for the local auto dealership

Traditional vs. Targeted Campaign			
Campaign	# of Networks	Target Reach	Frequency
August 2019	12	48%	3.7
August 2020	34	70%	11.1

August 2020 Results

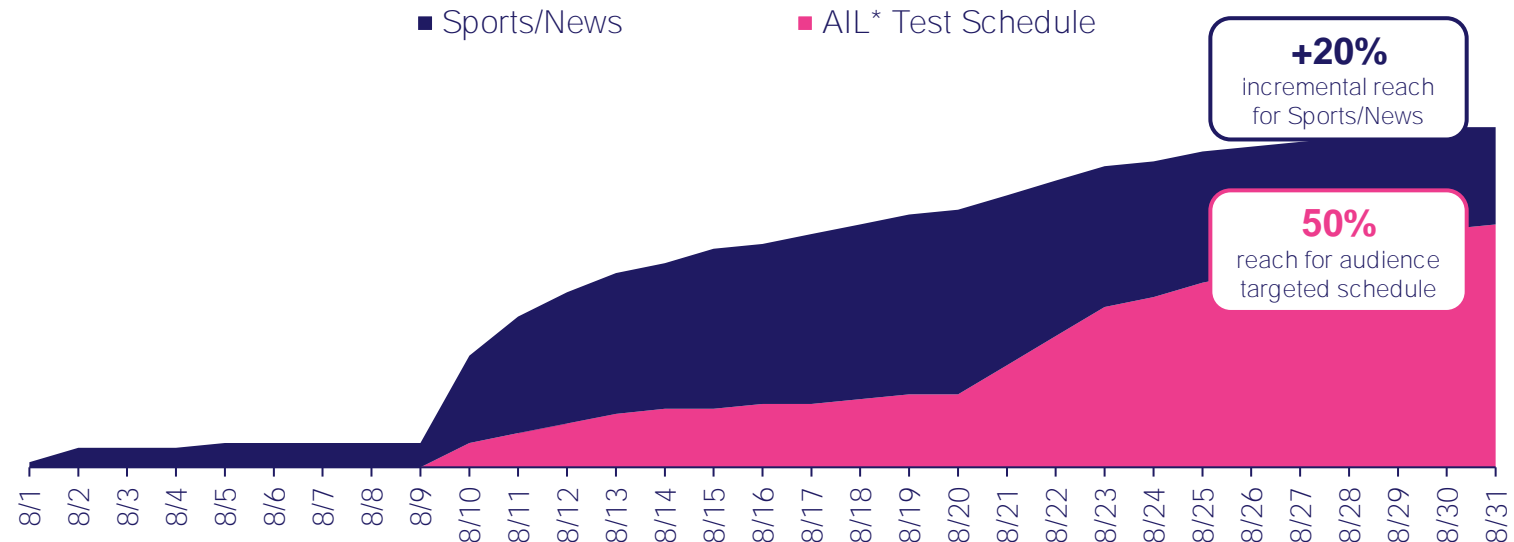
160
Cars Sold

#1
Brand Dealer in the State

August 2020: Full Scale, Audience-Based Campaign

Campaign Target HH Reach

In-Market for a New Vehicle



Source: Effectv, Automotive Case Study. *AIL = Audience Intelligence for Local, Effectv's audience-based video solution. The test campaign ran between June-July 2020.



Category:

Financial Tech (DTC)



Challenge

- ▶ A DTC financial technology company that built its customer base through digital / social channels wanted to reach a larger prospective audience to maintain existing base & drive new adopters

Solution

- ▶ Using NBCU's AdSmart audience targeting solution, the brand engaged with their target across the NBCU multiplatform portfolio via data-driven national linear TV, desktop & mobile video and display content. To measure the full-funnel impact of the campaign, YouGov was leveraged for pre- vs. post-campaign metrics and Data Plus Math was utilized for direct web attribution.

Target Segment

- ▶ Scalable custom target audience based on brand's 1st-party CRM data

Results

- ▶ The targeted multiplatform campaign increased key brand metrics significantly and **drove double-digit lift in site visits, app installs, sign-ups and completed registrations**

Company / Platform

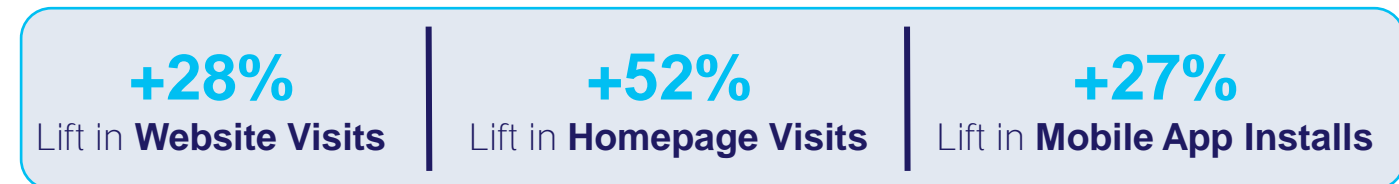
- ▶ NBCU's AdSmart solution / Multiplatform (TV & Digital)

A DTC financial technology brand utilized a targeted, data-driven, multiplatform campaign to deliver **full-funnel impact**

Brand metrics increased significantly **vs. pre-campaign**



NBCU's AdSmart campaign exposure drove double-digit lift in **site visits & app installs**



NBCU's AdSmart campaign exposure drove double-digit lift in **sign-ups & completed registrations**



Source: NBCU, AdSmart + DTC Financial Technology Brand Case Study. Source for brand metrics: YouGov. Source for site visits, app installs, sign-ups, and registration: custom Data Plus Math measurement. Flight duration: 10/13/20 – 12/30/20.

NBCUniversal



A hotel brand implemented an optimized data-driven TV campaign to increase their unique reach, conversion rates and cost efficiencies



Challenge

- ▶ Choice Hotels wanted to increase their bookings by targeting and reaching frequent business travelers before their next trip

Solution

- ▶ Choice partnered with Simulmedia to develop an optimized data-driven linear TV campaign that maximized the target audience reach, then Simulmedia’s viewing panel was matched with Choice’s loyalty card data to determine the campaign’s impact

Target Segment

- ▶ Frequent business travelers supplemented with Choice’s 1st party CRM data

Results

- ▶ The data-driven linear TV campaign drove positive impact across the funnel – increased unique reach, higher conversions and greater cost efficiencies

Company / Platform

- ▶ Simulmedia / Data-driven linear



11.5%

Unique Reach Extension
(with just 18% of the budget)



59.4%

Higher Conversion Rate by Exposed Viewers



66.7%

Lower Cost per Reach

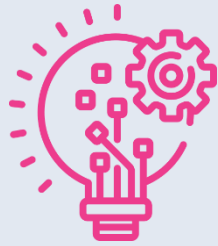


37.7%

Lower Cost per Incremental Purchaser

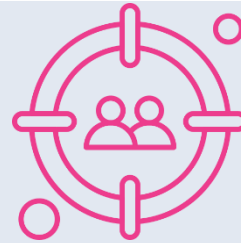
Source: Simulmedia, Case Study: Choice Hotels Gives Bookings A Boost.

Key Takeaways For Marketing Plans



Think Cross-Platform When Developing Video Buys

Accelerated by the conditions of the pandemic, video viewing across screens and platforms has increased significantly. This provides advertisers with more opportunities to find their audiences. **In developing an audience-first buying strategy, consider expanding video campaigns across screens to increase scale and reach of your best potential consumers.**



Define Your Target Audience Based on Your Campaign's KPI

The buy should be designed specifically to meet your brand's KPI. For example, you can create an audience group that will expose your brand to new customers (incremental reach). If you are looking to drive website visits among likely purchasers, an audience group can be crafted based on that audience's characteristics (e.g. fitness enthusiasts). **Start with your KPI and design your audience and strategies to best meet it.**



Test and Learn to Set Your Brand Up for Future Success

Advancements in data-driven targeting capabilities will only increase. Similarly, the number of video viewing platforms consumers watch will also increase. This is the time to test what audiences and strategies work best for your brand. **Test and learn now to position your brand to drive business outcomes into the future.**

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Looking for more?

Download our supplemental piece with **six more case studies** that further showcase how audience-based buying can drive business outcomes

2021

Marketer Supplement:

Additional Case Studies Highlighting the Ability of an Audience-First Buying Approach to Drive Successful Outcomes for Brands

VAB Insights. Inspiration. Impact.

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More data, insights and takeaways to help you make informed marketing decisions



What Is Audience-Based Buying?
Simplifying Marketing Topics and Terms



Audience Migration In Context
Leveraging Population Shifts To Unlock \$4 Trillion in Buying Power



Deciphering Direct-to-Consumer
An Insider's Guide to America's Fastest Growing Brands



Address For Success
How Addressable TV Delivers Full-Funnel Outcomes

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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.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

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