

2021

# Marketer Supplement:

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





# 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*



A QSR brand efficiently optimized their linear TV campaign to grow their strategic target's reach within budget

### Challenge

- ▶ A major QSR company wanted to improve reach and concentration against its custom strategic target (ST) while achieving cost efficiencies within their budget

### Solution

- ▶ By optimizing a baseline plan via Amobee's daypart reallocator, the new data-driven linear schedule delivered a +46% increase in equivalized units at the same budget

### Target Segment

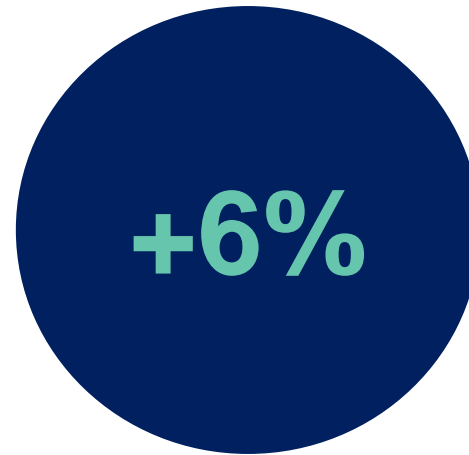
- ▶ QSR Strategic Target\*

### Results

- ▶ Demo and strategic reach increased while significant savings were realized within budget

### Company / Platform

- ▶ Amobee / Data-driven linear



Increase in **Reach**  
Amongst the  
**Strategic Target**



Reduction in  
**Strategic Target**  
**CPM**



Targeted Delivery  
Savings



Source: Amobee, Case Study: Audience Based Buying in a Linear TV Ecosystem. \*Custom brand-developed target.



Through advanced TV targeting, a luxury auto brand drove sales lifts and achieved buy rates that beat national benchmarks



**Challenge**

▶ A leading luxury auto manufacturer sought to increase sales for their compact SUV just as they were releasing an all-new design

**Solution**

▶ Using NBCU's AdSmart audience targeting solution, the brand ran a national TV campaign across the NBCU portfolio to reach their custom target. IHS Markit was utilized to measure the impact of the campaign on driving sales lift for the advertising SUV and the advertiser overall.

**Target Segment**

▶ Custom IHS Market 'In-Market Luxury Auto Intenders'

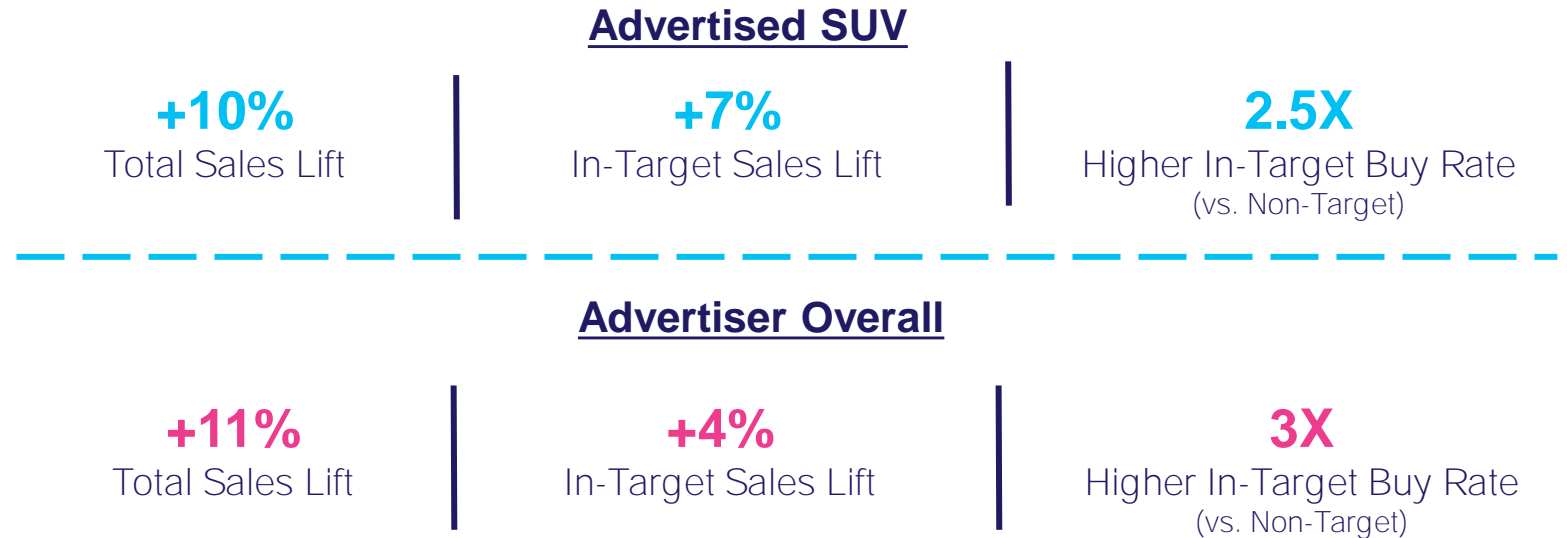
**Results**

▶ By implementing a targeted data-driven TV campaign, the brand saw a +10% total sales lift for their advertised SUV and the buy rate beat national benchmarks

**Company / Platform**

▶ NBCU's AdSmart solution / Data-driven linear

*NBCU AdSmart Exposure Drove Sales Lift*



*NBCU AdSmart Buy Rate Beat National Benchmarks*

Advertised SUV

2X

Higher Total Buy Rate

4X

Higher In-Target Buy Rate

Advertiser Overall

1.3X

Higher Total Buy Rate

3X

Higher In-Target Buy Rate

Source: NBCU, AdSmart + Luxury Auto SUV Case Study.



A financial services brand utilized advanced TV audience targeting to drive a higher rate of **mobile app installs**

### Challenge

- ▶ A financial services firm wanted to understand the effectiveness of mobile targeting capabilities on driving mobile actions through a TV campaign

### Solution

- ▶ The brand partnered with Simulmedia to create and activate a media plan focused on finding where their custom mobile look-alike target was watching across national TV.
  - ▶ To understand the effectiveness of mobile targeting, Simulmedia ran two campaigns simultaneously using two targeting strategies - a mobile target and a standard psychographic MRI target - with the same creatives

### Target Segment

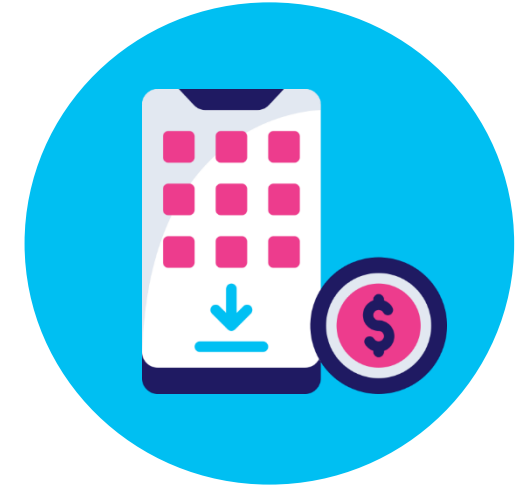
- ▶ Mobile app look-alike users using Simulmedia's Kochava integration

### Results

- ▶ The **mobile targeted campaign has a 16% higher install conversion rate** than the standard targeting campaign

### Company / Platform

- ▶ Simulmedia's Kochava integration / Data-driven linear



The campaign targeting a look-alike audience of this brand's mobile app users resulted in a **12% lower cost per install than standard targeting**

Additionally, the mobile targeted campaign had a **16% higher install conversion rate** (% of people who saw TV commercial then installed the app) than standard targeting

Source: Simulmedia, Case Study: *How Simulmedia Drove More App Installs for Financial Services Brand with our Kochava Integration*. Install conversion rate based on % of people who saw TV commercial then installed the app.

**SIMULMEDIA**<sup>®</sup>

Category:

Quick Service Restaurant



A data-driven linear TV campaign overdelivered the **foot traffic** guarantees for a QSR brand



**Challenge**

▶ A QSR brand wanted to increase foot traffic into select restaurant locations

**Solution**

▶ Using their Precision solution, A+E Networks created a custom strategic target for a cross network buy and partnered with Data Plus Math to set a benchmark guarantee and measure foot traffic through a pixel in the creative served to households in the area of 20 brand-validated locations

**Target Segment**

▶ QSR Strategic Target\*

**Results**

▶ Using strategic targeting, A+E Network's data-driven linear TV campaign contributed almost **3MM incremental visits to the target locations over the three waves and outperformed the foot traffic guarantee by +4% overall**

**Company / Platform**

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

**Wave 1 (Pre-Pandemic)**

1/6/20 – 3/1/20

**2,808,388**

Post-Exposed Visits

**+32.6%**

Incremental Lift

**916,892**

Additional Incremental Visits  
(above what would have occurred without presence of the linear campaign)

**104**

LCI Index\*\*



**Wave 2-3 (mid-Pandemic)**

3/2/20 – 5/16/20

**5,434,204**

Post-Exposed Visits

**+36.4%**

Incremental Lift  
(+12% higher than pre-COVID)

**1,979,627**

Additional Incremental Visits  
(above what would have occurred without presence of the linear campaign)

**103**

LCI Index\*\*

Source: A+E Networks. Case Study: *QSR Foot Traffic*. Networks include A&E, HISTORY, Lifetime, LMN and FYI. \*Custom brand-developed, data-driven target aided by A+E Networks Precision data-driven solution. \*\*LCI = Linear Campaign Index which is based on the incremental visits lift network TV average across all networks. Flight duration: 1/6/20 – 5/16/20.





A TV network implemented a broad, audience-based TV buying strategy which drove incremental reach and most of the total campaign’s digital engagement

Challenge

- ▶ A national TV network wanted to increase engagement with its digital content (website visits and app downloads) and sought an efficient way to find viewers beyond those they were able to reach with on-network promotion

Solution

- ▶ Using their software platform, Simulmedia created a customized target audience and, after matching the audience with their nationally representative viewing panel, executed an audience-based campaign that ran on 56 other TV networks. The TV network also ran a simultaneous on-air campaign.

Target Segment

- ▶ A custom target built in Simulmedia’s platform that combined multiple attributes and specific viewing behaviors

Results

- ▶ The broad-based, audience-targeted buy drove incremental reach and an outsized number of website visitations and app installs
  - ▶ Based on these results, the network was able to optimize future campaigns and increase digital engagement

Company / Platform

- ▶ Simulmedia / Data-driven linear



11MM

Unique People Reached



70%

More Web Visits Driven



66%

Additional App Installs Delivered

With a budget of \$150K, Simulmedia’s targeted campaign reached over 11MM unique people, and accounted for more than 66% of the total app installs attributable to the campaign, as well as over 70% of the website visits.

Source: Simulmedia, Case Study: Network Increases App Downloads With New TV Strategy.



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

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

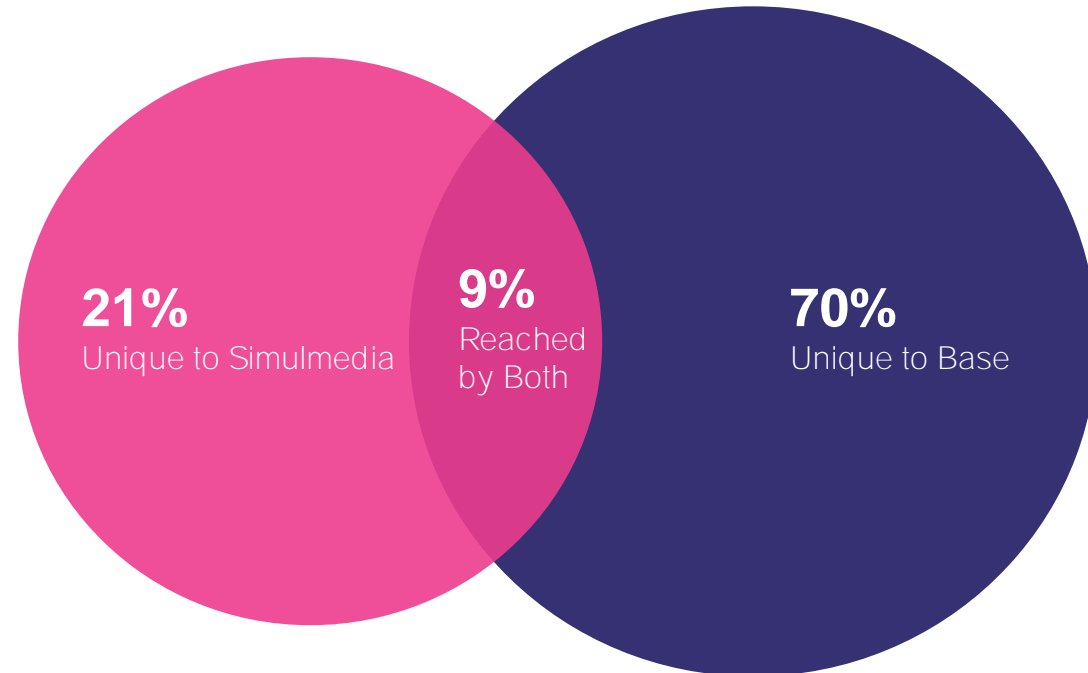
- ▶ The data-driven linear TV campaign achieved an incremental reach of 21% with just 5% of the budget the DRTV plan had, and the brand has also seen their CPV decreased by 49%

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

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

**Understand your consumer and their behaviors**

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

**Consider cross-platform opportunities**

**Implement 'test and learn' campaigns**

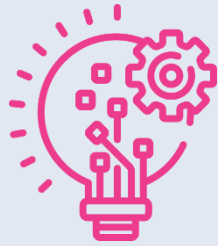
**Buy a broad & deep schedule of TV networks**

**Effective targeting improves cost efficiencies which maximizes ROI**

**Understand which outcomes are most important to your objectives**

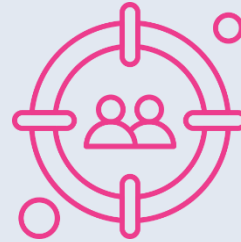
**Optimize to outcomes for your current & future TV buys**

# 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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You can find another **17 brand case studies** in **“Proven Strategies & Tactics In Audience-Based TV Buying”**

Additional categories include **education, consumer electronics, travel, CPG, real estate, wellness and healthcare**



# 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.

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](https://theVAB.com).

