

Marketer's Guide

Innovative thinking to make a lasting impact on your business growth.

Reaching the Right Audiences

Why brands and agencies are increasing their adoption of audience-based TV buying

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Deep Dive: Custom research to understand how innovative TV buying strategies are being adopted across four marketer segments

In January 2023, VAB, in partnership with Spectrum Reach, conducted a custom study of over 200 marketers to learn more about their current practices and attitudes towards audience-based TV buying.

Part I: Unlocking Brand Growth with Audience-Based Buying



This guide provides **20 key marketer insights** on the current growth of audience-based TV buying compiled from our survey. Learn what marketers are saying about an audience-first approach within the current economic landscape.

Second Release!

Part II: Reaching the Right Audiences



This second guide goes deeper by exploring the audience-based buying behaviors and practices of four key marketer segments: **'large' and 'small' business brand marketers and agency professionals.**

This study was developed by VAB, in partnership with Spectrum Reach, and fielded by Advertiser Perceptions.

See [appendix](#) for details on the custom study methodology. Survey fielded January 11 – 27, 2023. This is a follow-up to our original custom study conducted in March 2021 when we first asked marketers about their practices and attitudes on audience-based TV buying, which can be downloaded [here](#).

What You'll Learn...

Learn from your direct peers about what factors are driving brand marketers and agency professionals to adopt an audience-first approach and how they are implementing it to optimize effectiveness.

This analysis reveals:

1

Why brands and agencies are leveraging ABB to best reach the right audiences in a time of economic uncertainty

2

What role ABB plays in tailoring TV campaigns to better engage the right audiences

3

How brands and agencies are being educated and trained in audience-based TV buying

4

How obstacles to wider ABB TV adoption can be overcome

5

What measurement solutions are being used to understand the impact of ABB campaigns

Click through a box above to be brought directly to the appropriate section. See slide 4 for a summary of each marketing segment definition.

How are the four marketer segments defined?

Brand Marketers



'Large Business' Brand Marketers

Brand marketer respondents working for a brand that spent **more than \$5MM** in total on advertising over the past 12 months

'Small Business' Brand Marketers

Brand marketer respondents working for a brand that spent **less than \$5MM** in total on advertising over the past 12 months

Agency Professionals



'Large Business' Agency Professionals

Agency respondents that work on at least one client account with **more than \$5MM** in advertising spend over the past 12 months

'Small Business' Agency Professionals

Agency respondents that work on at least one client account with **less than \$5MM** in advertising spend over the past 12 months

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+ (n=70), 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM (n=35), 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+ (n=71), 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM (n=35).

'Reaching the right audience' is the top priority for all marketers' video campaigns – even higher than impressions delivery and cost efficiencies

Most Important Priority for Video Campaigns

% of respondents that ranked 'reaching the right audience' #1 in priority

'Large Business'
Brand Marketers



#1 - Reaching the Right Audience

64%

'Large Business'
Agency Professionals



#1 - Reaching the Right Audience

60%

'Small Business'
Brand Marketers



#1 – Reaching the Right Audience

49%

'Small Business'
Agency Professionals

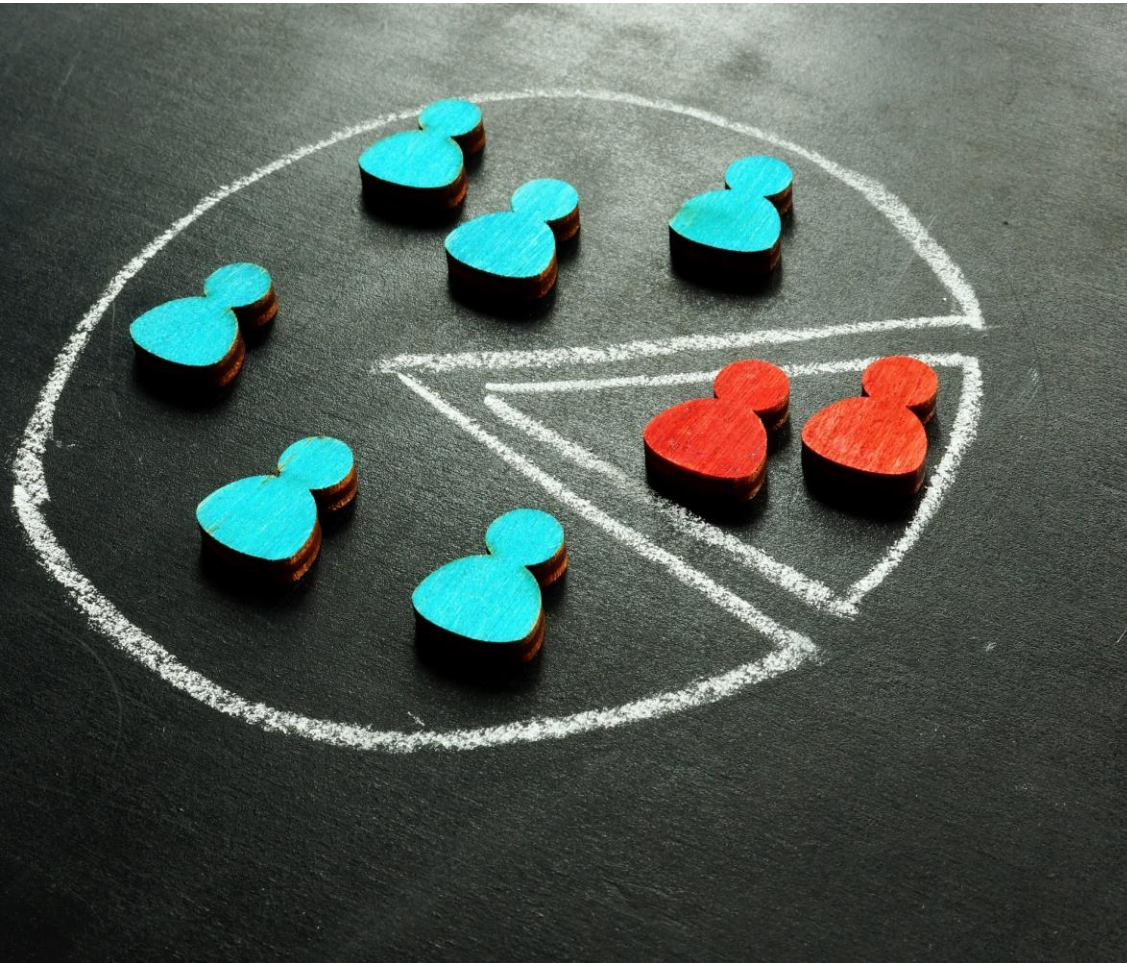


#1 – Reaching the Right Audience

69%

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large Business' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small Business' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q15. Please rank the 3 most important priorities for your [companies/main client's] video campaigns (Rank 1-3; 1 = most important). Base = Total Respondents.

Audience-Based TV Buying enables advertisers to effectively target their best customers through data-infused viewer segmentation



Audience-Based TV Buying (ABB) refers to the practice of **segmenting viewers beyond traditional demographics** to target a group of consumers based on **behavioral, attitudinal, lifestyle** and/or **transactional** data

1

Why are brands and agencies leveraging ABB to best reach the right audiences in a time of economic uncertainty?



The ability to precisely reach the right audiences has become an even greater priority for all segments during a period of economic challenges

“Precisely targeting my best customer prospects has become more of a priority for my video campaigns during this time of economic uncertainty”

% of respondents who agree

‘Large’ Brand Marketers

80%

‘Large Business’ Agency Pros

91%

‘Small’ Brand Marketers

84%

‘Small Business’ Agency Pros

89%



Source: VAB / Spectrum Reach / Advertiser Perceptions ‘Audience-Based Buying Survey,’ February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. ‘Large’ Brand Marketers = business with annual total ad spend of \$5MM+, ‘Small’ Brand Marketers = business with annual total ad spend of \$10K - \$5MM, ‘Large Business’ Agency Pros = client with annual total ad spend of \$5MM+, ‘Small Business’ Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q25. How much do you agree or disagree with the following statements regarding your [company’s/main client’s] video investment approach considering today’s uncertain economic conditions? (strongly/somewhat agree). Base = Total Respondents.

Economic uncertainty has inspired marketers, especially agencies, to test new strategies like audience-based TV buying to optimize targeted reach



“I am more open to new ways to plan, buy and measure the efficiency and effectiveness of TV campaigns due to uncertain economic conditions”
% of respondents who agree

‘Large’ Brand Marketers
70%

‘Large Business’ Agency Pros
86%

‘Small’ Brand Marketers
77%

‘Small Business’ Agency Pros
86%

Source: VAB / Spectrum Reach / Advertiser Perceptions ‘Audience-Based Buying Survey,’ February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. ‘Large’ Brand Marketers = business with annual total ad spend of \$5MM+, ‘Small’ Brand Marketers = business with annual total ad spend of \$10K - \$5MM, ‘Large Business’ Agency Pros = client with annual total ad spend of \$5MM+, ‘Small Business’ Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q25. How much do you agree or disagree with the following statements regarding your [company’s/main client’s] video investment approach considering today’s uncertain economic conditions? (strongly/somewhat agree). Base = Total Respondents.

While the challenging economy has led marketers to increase their ABB investment, agencies are more likely to use it to drive lower-funnel metrics

Current economic uncertainties have had a 'major' or 'moderate' impact on their investment allocation between ABB & traditional demographic-based buying
% of respondents

'Large' Brand Marketers

84%

'Large Business' Agency Pros

75%

'Small' Brand Marketers

77%

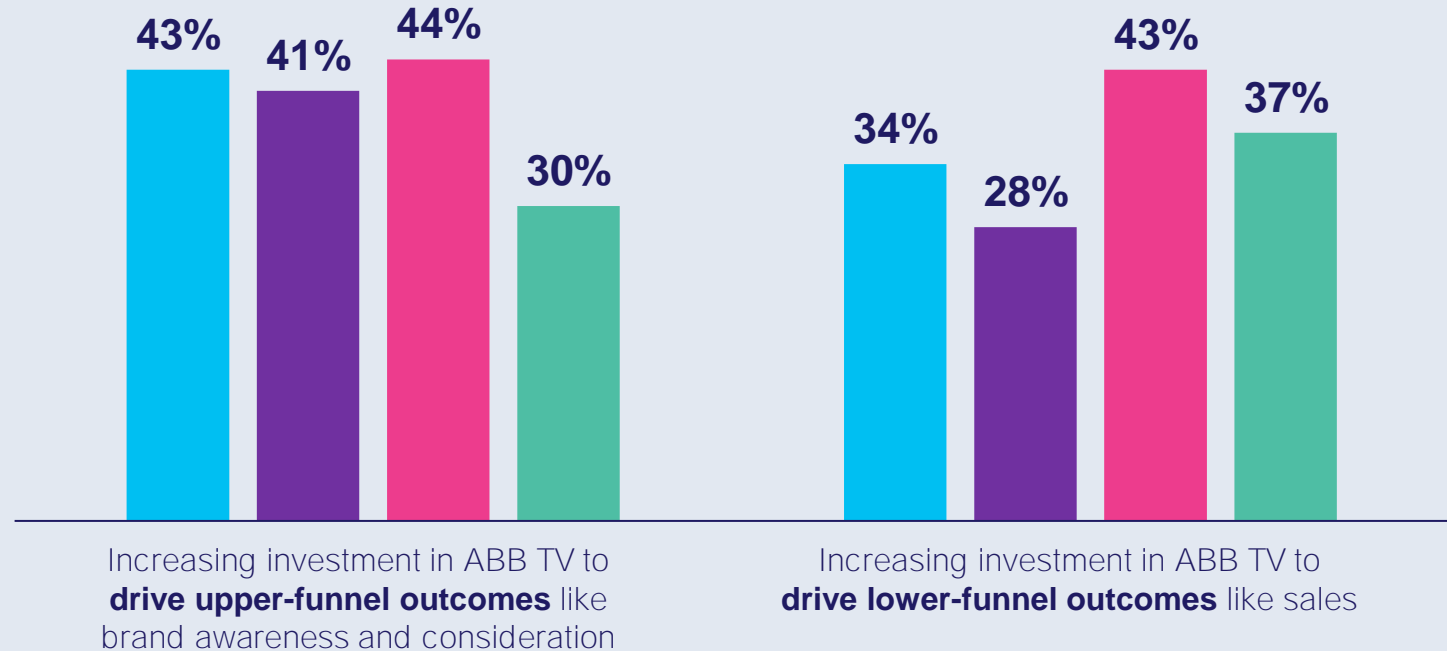
'Small Business' Agency Pros

66%

How uncertain economic conditions have impacted audience-based buying strategies*

% of respondents impacted by current economic conditions

■ 'Large' Brand Marketers ■ 'Small' Brand Marketers ■ 'Large Business' Agency Pros ■ 'Small Business' Agency Pros



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large Business' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small Business' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q59. To what extent have current economic conditions (rising inflation, recession concerns) impacted [your/your main client's] TV campaign investment allocation between audience-based buying and traditional demographic-based buying? Base = 'Audience-Based Buying is a Key Part/Small Part/Testing Phase'. *Q59b. You mentioned that the current economic conditions have had at least some impact on [your/your main client's] TV campaign investment towards audience-based buying. How have these conditions changed [your/your main client's] audience-based buying strategies? Base = 'Economic Conditions have had an Impact.'

Agencies are a driving force behind greater adoption of ABB as they are more likely to use it as a sales driver amidst economic uncertainty

% of marketers who say audience-based buying is a key part of their TV strategy

(2023, wave 2)

'Large' Brand Marketers

39%

vs. 37%
(W1)

'Large Business' Agency Pros

39%

vs. 30%
(W1)

'Small' Brand Marketers

37%

vs. 37%
(W1)

'Small Business' Agency Pros

40%

vs. 26%
(W1)



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Wave 1 fielded March 23 – 31, 2021 (n=211). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q70. Which of the following best describes your (company's/main client's) current approach to audience-based buying for TV advertising? Base = Total Respondents. 'W1' = wave 1.

Summary: Why are brands and agencies leveraging ABB to best reach the right audiences in a time of economic uncertainty?



The ability for a **video campaign to precisely reach the right audiences** is even more important for all marketers during times of economic uncertainty.

Because of this, more brands and agencies are **testing innovative strategies like audience-based TV buying** whose precision targeting of best customer prospects drives increases in KPIs from awareness to sales.

2

What role does ABB play in tailoring TV campaigns to better engage the right audiences?



Each segment is implementing ABB within their TV strategy to increase target audience reach and build interest among new customers

% of respondents who believe audience-based TV buying can impact each of the following KPIs

% of respondents who ranked each #1

**'Large Business'
Brand Marketers**



#1 - Create Awareness

70%

Awareness

**'Large Business'
Agency Professionals**



#1 - Extending target audience delivery and reach

77%

Awareness

**'Small Business'
Brand Marketers**



#1 - Extending target audience delivery and reach

86%

Awareness

**'Small Business'
Agency Professionals**



#1 - Engage Viewers

83%

Consideration

VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q150. To what extent do you believe audience-based buying of TV advertising can impact each of the following KPIs? (extremely impactful / very impactful). Base = Total Respondents.

Many brands and agencies are utilizing ABB to extend their targeted reach against the right audiences across platforms and screens

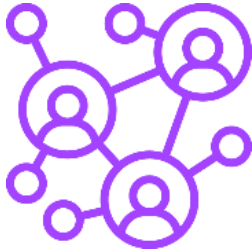
Tactics currently being used within audience-based TV buying strategies

% of respondents using ABB



48% / 37% / 48% / 69%

Campaign is running **across different platforms / screens** beyond linear TV



33% / 37% / 54% / 31%

Targeting **different audiences across different screens**

■ 'Large' Brand Marketers
 ■ 'Small' Brand Marketers
 ■ 'Large Business' Agency Pros
 ■ 'Small Business' Agency Pros



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large Business' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small Business' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q140. What tactics is your [company/main client] currently using within [their/your] audience-based TV buying strategies? Base = 'Audience-Based Buying is a key part/small part/testing for TV'.

ABB is often layered into TV strategies as part of a larger shift towards modern buying practices that are focused on very targeted personalization

► Audience-based TV buying is a part of brand marketers' and agency pros' shift from traditional, GRP-driven TV buying to an impressions-based TV buying approach (46% / 47% / 60% / 44%)

How does audience-based buying fit within your overall targeting & personalization strategies for TV?

% of respondents using ABB

	 “Audience-based TV buying is included in our current programmatic initiatives”	 “Audience-based TV buying is included in our addressable initiatives”
'Large Business' Brand Marketers	49%	37%
'Small Business' Brand Marketers	47%	50%
'Large Business' Agency Professionals	49%	54%
'Small Business' Agency Professionals	66%	56%

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large Business' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small Business' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q135. How does audience-based TV buying fit in with your [company's /main client's] overall targeting & personalization strategies for TV? Base = 'Audience-Based Buying is a key part/small part/testing for TV'.

ABB also enables brands and agencies to test and tailor creative to foster engagement and build a closer relationship with their target audiences

▶ All marketer segments believe that **creative messaging can have a significant impact** on the success of an audience-based TV campaign (83% / 94% / 97% / 94%)

% of respondents who agree with the following statements regarding campaign creative



83% / 89% / 73% / 83%

“Aligns creative messaging with contextually relevant TV programming that targets audience segment(s)”



69% / 83% / 74% / 74%

“Frequently adjusts creative to be tailored for specific audience-based campaigns”

■ 'Large' Brand Marketers
 ■ 'Small' Brand Marketers
 ■ 'Large Business' Agency Pros
 ■ 'Small Business' Agency Pros

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q152. Thinking about your [company's/main client's] creative, how much do you agree or disagree with the following statements? (strongly/somewhat agree). Base = Total Respondents.

Summary: What role does ABB play in tailoring TV campaigns to better engage the right audiences?



Brands and agencies are incorporating audience-based buying into their multiscreen TV campaigns to increase **targeted reach and engagement among new customers.**

This is being done as part of a **larger shift to modern buying practices that allow for greater customization of media placements and creative messaging** which enables brands to **build stronger relationships with their audiences.**

3

How are brands and agencies being educated and trained in audience-based TV buying?



Education is the key to success in ABB and multiscreen TV companies are the top resource for providing training and support across most segments

▶ Ad tech and third-party data companies also have a strong presence among both brands and agencies, especially among 'large' brands**

Which of the following sources have you received training and support from regarding the different aspects of audience-based TV buying?

% of respondents who ranked each #1

'Large Business' Brand Marketers

#1 - Independent 3rd party data company

(e.g., Nielsen, Comscore)

39%

'Large Business' Agency Professionals

#1 - A multiscreen TV company*

(TV networks / MVPDs)

57%

'Small Business' Brand Marketers

#1 - A multiscreen TV company*

(TV networks / MVPDs)

49%

'Small Business' Agency Professionals

#1 - A multiscreen TV company*

(TV networks / MVPDs)

43%

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q155. Which of the following sources have you received training and support from regarding the different aspects of audience-based TV buying (e.g. planning, execution, measurement, etc.)?. Base = Total Respondents. *Multiscreen TV company* includes multiscreen TV networks (e.g., CBS, NBC, ESPN, Discovery) and MVPDs (e.g., Comcast/Effectv, Charter/Spectrum, Cox, DirecTV). Note: Multiscreen TV ranked #4 for 'large' brand marketers (31%). **Large ad tech companies ranked #2 for 'large' brand marketers (34%), #8 for 'small' brand marketers (26%), #2 for 'large business' agency professionals (44%), #3 for 'small business' agency professionals (31%).

Multiscreen TV companies are often relied upon as a trusted resource because they are considered the most knowledgeable and helpful

Top sources that have been the most knowledgeable & helpful for training / support around different aspects of ABB
 % of respondents who ranked each #1

'Large Business' Brand Marketers

#1 - 3rd party research and analytics companies
 (e.g., Nielsen, Comscore)
 41%

'Large Business' Agency Professionals

#1 - A multiscreen TV company*
 (TV networks / MVPDs)
 46%

'Small Business' Brand Marketers

#1 - A multiscreen TV company*
 (TV networks / MVPDs)
 38%

'Small Business' Agency Professionals

#1 - A multiscreen TV company*
 (TV networks / MVPDs)
 35%

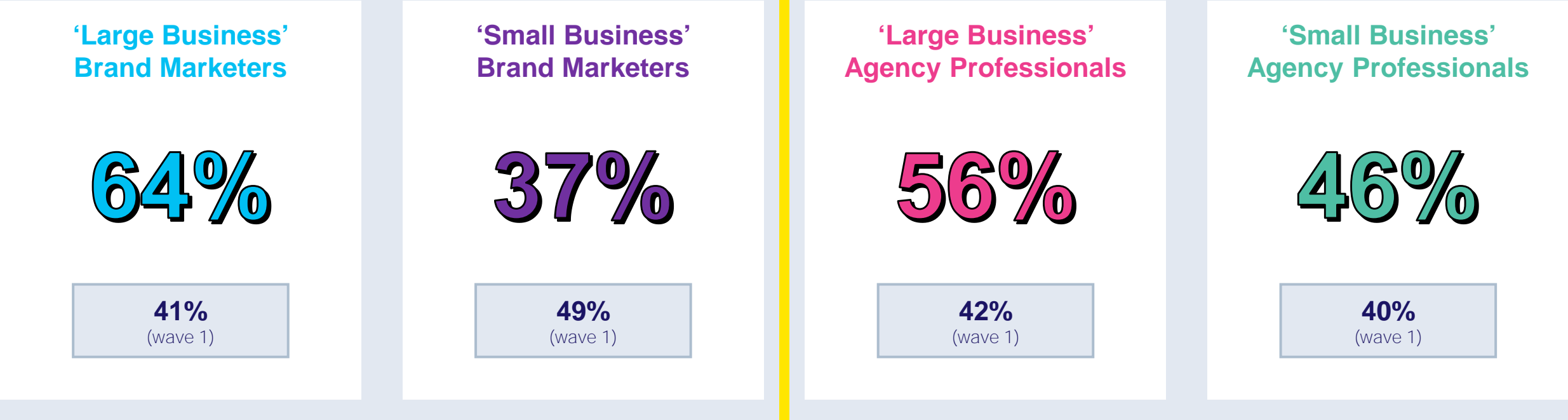
Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q155b. Please rank the top 3 sources that have been the most knowledgeable and helpful regarding training and support around the different aspects of audience-based TV buying (e.g., planning, execution, measurement, etc.)? (Rank 1-3; 1 = Most knowledgeable and helpful.) Base = 'Training and Support Received on Different Aspects of Audience-Based TV Buying'. *Multiscreen TV companies' includes multiscreen TV networks (e.g., CBS, NBC, ESPN, Discovery) and MVPDs (e.g., Comcast/Effectv, Charter/Spectrum, Cox, DirecTV). Note: Multiscreen TV ranked #3 for 'large' brand marketers (36%), #2 for 'large' brand marketers (37%), #6 for 'small' brand marketers (31%), #4 for 'large business' agency professionals (32%), #4 for 'small business' agency professionals (31%).

Greater collaboration with multiscreen TV companies has increased familiarity of their ABB solutions across most segments

► The decline in familiarity of multiscreen TV solutions among 'small business' brand marketers presents an opportunity for further education and outreach within this segment

% of respondents who are familiar with any multiscreen TV audience-based buying platforms / solutions currently in the marketplace

(2023, wave 2)



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023; Wave 1 fielded March 23 – 31, 2021 (n=211). (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q175. Are you familiar with any multiscreen TV audience-based buying platforms / solutions currently in the marketplace? Base = Total Respondents.

Summary: How are brands and agencies being educated and trained in audience-based TV buying?



Multiscreen TV companies are the top ABB resource for education and training among most marketer segments and familiarity with multiscreen TV ABB solutions is rising as these companies have increased their presence and further established themselves as a top trusted media partner.

4

How can obstacles to wider ABB TV adoption be overcome?



ABB adoption within linear TV campaigns continues to lag slightly behind digital video platforms across all segments

When buying each of the following video advertising platforms, how often are you doing so against specific audience targets (vs. age/gender demos)?
 mean average % of campaign buying done against specific audience targets (ranked by Top 3)

‘Large Business’ Brand Marketers	‘Small Business’ Brand Marketers	‘Large Business’ Agency Professionals	‘Small Business’ Agency Professionals
#1 - Social media sites (e.g., Facebook, Twitter) 60%	#1 - Social media sites (e.g., Facebook, Twitter) 69%	#1 - Social media sites (e.g., Facebook, Twitter) 65%	#1 - Social media sites (e.g., Facebook, Twitter) 68%
#2 - Video sites (e.g., YouTube, Vimeo) 59%	#2 - National / Local TV** 66%	#2 - OTT streaming services (e.g., Tubi, The Roku Channel) 64%	#2 - Video sites (e.g., YouTube, Vimeo) 64%
#3 - OTT streaming services (e.g., Tubi, The Roku Channel) 55%	#3 - OTT streaming services (e.g., Tubi, The Roku Channel) 62%	#3 - DSPs for online/mobile video (e.g., Tremor Video, Amobee) 63%	#3 - Publisher/Content Sites (e.g., WSJ.com, NYTimes.com, Yahoo) 64%
#5 - National / Local TV** 52%		#6 - National / Local TV** 55%	#7 - National / Local TV** 56%

Source: VAB / Spectrum Reach / Advertiser Perceptions ‘Audience-Based Buying Survey,’ February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. ‘Large’ Brand Marketers = business with annual total ad spend of \$5MM+, ‘Small’ Brand Marketers = business with annual total ad spend of \$10K - \$5MM, ‘Large Business’ Agency Pros = client with annual total ad spend of \$5MM+, ‘Small Business’ Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q65. When buying each of the following video advertising tactics, how often are [you/your main client] buying against specific audience targets vs. age/gender demos? (mean average of ‘100%’ / ‘75%’ / ‘50%’ / ‘25%’ / ‘0%’ of the time selection set). Base = Total Respondents. **National TV includes broadcast / cable; Local TV includes (broadcast/cable via MVPDs including Charter/Spectrum, Comcast/Effectv, Cox, DirecTV).

Increasing awareness of customizable regional & local solutions is a key factor for boosting ABB investment across all segments

► Development of better performance metrics, unified measurement across platforms and continued education would also encourage more widespread use of audience-based TV buying

Which of the following would encourage you to increase your investment in audience-based TV buying?

% of respondents (ranked by Top 3)

'Large Business' Brand Marketers	'Small Business' Brand Marketers	'Large Business' Agency Professionals	'Small Business' Agency Professionals
<p>#1 - Having a better understanding of benefits and how it works 44%</p>	<p>#1 - Development of better performance metrics solutions (e.g., full-funnel attribution, etc.) 49%</p>	<p>#1 - Unified measurement across media platforms 53%</p>	<p>#1 - Ability of platforms to offer customized ABB reco's by regional / local markets 49%</p>
<p>#2 - Ability of platforms to offer customized ABB reco's by regional / local markets 41%</p>	<p>#2 - Ability of platforms to offer customized ABB reco's by regional / local markets 37%</p>	<p>#2 - Development of better performance metrics solutions (e.g., full-funnel attribution, etc.) 41%</p>	<p>#2 - Having a better understanding of benefits and how it works 49%</p>
<p>#3 - Development of better performance metrics solutions (e.g., full-funnel attribution, etc.) 40%</p>	<p>#3 - Change in direction / campaign objectives 37%</p>	<p>#3 - Ability of platforms to offer customized ABB reco's by regional / local markets 41%</p>	<p>#3 - Unified measurement across media platforms 49%</p>

Source : VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q130. Which of the following would encourage (you/your main client) to increase (your/their) investment in audience-based TV buying? Base = Total Respondents.

Summary: How can obstacles to wider ABB TV adoption be overcome?



While use of ABB for linear TV campaigns is still not as widely adopted as it is for other digital video platforms, greater awareness of **customized regional & local market solutions** and **better performance metrics** would encourage all marketer segments to increase their investment.

5

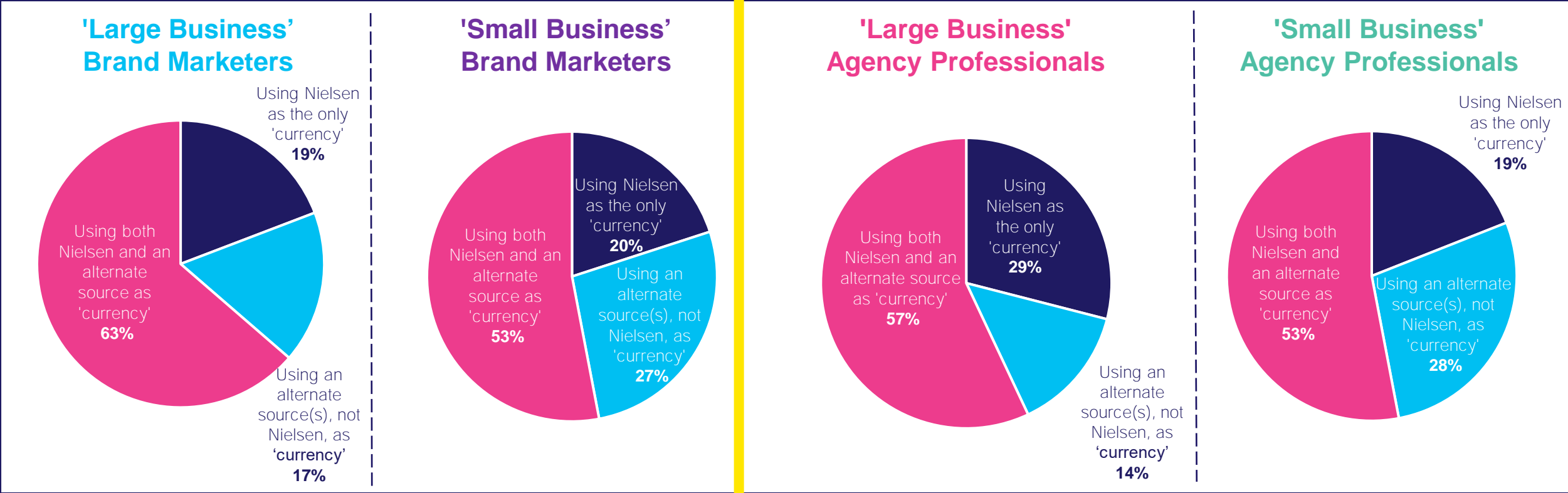
What measurement solutions are being used to understand the impact of ABB campaigns?



'Large business' brands and agencies are more likely to be using Nielsen and an alternative source as 'currency' for their audience-based TV buys

'Currency' Used for Audience-Based TV Buys













% of respondents using ABB



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q240. Which of the following best describes how you're transacting on your audience-based TV buys? Base = Audience-Based Buying is a Key Part/Small Part/Testing Phase.

Most segments are more likely to use Comscore as an alternative ‘currency’ source for their audience-based TV campaigns

Alternate ‘Currency’ Used for Audience-Based TV Campaigns
 Top 3 ranked among respondents using alternate ‘currency’ sources

‘Large Business’ Brand Marketers	‘Small Business’ Brand Marketers	‘Large Business’ Agency Professionals	‘Small Business’ Agency Professionals
 47%	 38%	 65%	 50%
 45%	 38%	 41%	 46%
 31%	 37%	 41%	 31%

Source : VAB / Spectrum Reach / Advertiser Perceptions ‘Audience-Based Buying Survey,’ February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. ‘Large’ Brand Marketers = business with annual total ad spend of \$5MM+, ‘Small’ Brand Marketers = business with annual total ad spend of \$10K - \$5MM, ‘Large Business’ Agency Pros = client with annual total ad spend of \$5MM+, ‘Small Business’ Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q240b. Which of the following alternate ‘currency’ sources is your [company/main client] using for audience-based TV campaigns? Base = ‘Using Alternate or Nielsen currency for audience-based TV campaigns’.

All four segments focus on a mix of upper and lower funnel metrics to measure the success of their audience-based TV campaigns

How are you measuring success for your audience-based buying TV campaigns?

Top 3 ranked among respondents using ABB

'Large Business' Brand Marketers	'Small Business' Brand Marketers	'Large Business' Agency Professionals	'Small Business' Agency Professionals
<p>#1 - Brand Awareness 65%</p> <p>Awareness</p>	<p>#1 - Brand Awareness 43%</p> <p>Awareness</p>	<p>#1 - Sales Attribution 48%</p> <p>Sales</p>	<p>#1 - Impressions Delivery 53%</p> <p>Awareness</p>
<p>#2 - Sales Attribution 48%</p> <p>Sales</p>	<p>#2 - Reach & Frequency Goals 40%</p> <p>Awareness</p>	<p>#2 - Brand Awareness 46%</p> <p>Awareness</p>	<p>#2 - Brand Awareness 50%</p> <p>Awareness</p>
<p>#3 - Conversions 48%</p> <p>Sales</p>	<p>#3 - Sales Attribution 37%</p> <p>Sales</p>	<p>#3 - Impressions Delivery 43%</p> <p>Awareness</p>	<p>#3 - Conversions 50%</p> <p>Sales</p>

Source : VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q235. How are you measuring success for [your/ your main client's] audience-based buying TV campaigns? Base = Audience-Based Buying is a Key Part/Small Part/Testing Phase.

Most segments are utilizing attribution, modeling and verification analytics to achieve greater measurement precision of their ABB TV campaigns

► 'Small business' agency professionals are more likely to leverage data from outside sources, such as streaming partners and third-party data companies, to aid in their measurement needs

What audience measurement tools / solutions are you leveraging to support your audience-based TV campaigns?

Top 3 ranked among respondents using ABB

'Large Business' Brand Marketers	'Small Business' Brand Marketers	'Large Business' Agency Professionals	'Small Business' Agency Professionals
#1 - Attribution Measurement 54%	#1 - Attribution Measurement 47%	#1 - Internal Analytics 48%	#1 - Ad-supported streaming providers' proprietary metrics and measurement tools 66%
#2 - Media Mix Modeling 46%	#2 - Verification Analytics (e.g., impressions verification, viewability) 40%	#2 - Media Mix Modeling 45%	#2 - Verification Analytics (e.g., impressions verification, viewability) 56%
#3 - Verification Analytics (e.g., impressions verification, viewability) 44%	#3 - Media Mix Modeling 37%	#3 - Ad Effectiveness Research 45%	#3 - 'Alternative' third-party audience measurement companies 53%

Source : VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. 'Large' Brand Marketers = business with annual total ad spend of \$5MM+, 'Small' Brand Marketers = business with annual total ad spend of \$10K - \$5MM, 'Large Business' Agency Pros = client with annual total ad spend of \$5MM+, 'Small Business' Agency Pros = client with annual total ad spend of \$10K - \$5MM. Q220. What audience measurement tools/solutions is your [company/main client] leveraging to support your audience-based TV campaigns? Base = 'Audience-Based Buying is a Key Part/Small Part/Testing Phase.'

Summary: What measurement solutions are being used to understand the impact of ABB campaigns?



Brands and agencies are **exploring new ‘currencies’** in addition to **Nielsen** to achieve greater audience measurement precision.

Beyond counting impressions, and **as a testament to ABB’s ability to drive both upper and lower-funnel metrics**, marketers are using a mix of metrics to measure success and are employing **attribution, modeling** and **verification analytics** to better understand the audience delivery and full-funnel results of their ABB campaigns.

Key Takeaways for Marketers

- ▶ The increased importance of 'reaching the right audience' has led to greater adoption of audience-based TV buying which enables businesses to tailor their campaigns and creative messaging across platforms to help achieve their KPIs, such as increased target reach and engagement
- ▶ While the top priority of video campaigns for all four marketer segments is to 'reach the right audience,' the need to achieve this by precisely targeting best customer prospects has become even more important during a time of economic uncertainty
- ▶ Education is the key to implementing successful audience-based TV campaigns and many brands and agencies see multiscreen TV companies (i.e., MVPDs and TV networks) as trusted media partners who provide best practices and proven campaign results; in turn this has boosted the awareness and familiarity of their ABB solutions
- ▶ Understanding and amplification of customized regional & local market solutions and performance metrics can aid in increasing ABB TV investment by brands and agencies
- ▶ Marketers can achieve results with ABB ranging from building awareness to increasing sales, underscoring the need for greater measurement precision through modern solutions inclusive of audience 'currency'

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Visit our [Audience-Based Buying Insights Center](#) to get data, insights, key takeaways and real-world examples to help you execute your buys confidently and successfully.



Interested in topline findings from VAB and Spectrum Reach's recent audience-based buying custom study? Check out our [first guide based on 2023 findings](#)



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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.



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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About Spectrum Reach

Spectrum Reach®, the advertising sales business of Charter Communications, Inc. (NASDAQ:CHTR), provides custom advertising solutions for local, regional and national clients.

Operating in 36 states and 91 markets, Spectrum Reach creates scalable advertising and marketing services driven by aggregated and de-identified data insights and award-winning creative services.

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Additional information about Spectrum Reach can be found at SpectrumReach.com

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Custom Study Methodology



VAB and Spectrum Reach commissioned *Advertiser Perceptions* to conduct an online survey between January 11 – 27, 2023.

The results are based on 210 U.S. respondents of brand marketer and agency contacts from Advertiser Perceptions' Ad Pros Community with a wide range of annual total advertising budgets (\$10K - \$250 MM+) across a variety of market sectors (e.g., retail, financial, auto, food / dining, healthcare, technology, entertainment, etc.)

Respondent Qualifications:

- ▶ Advertising decision maker involved in TV and/or digital video advertising campaigns
- ▶ National / Regional sales focus
- ▶ Mix of job titles (junior, mid, senior level)
- ▶ Mix of independent ad agencies and holding companies

