



Marketer's Guide

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

Marketing Success Strategies

#4: Adopt Alternatives

How modern measurement and currency solutions support campaign success





Four Marketing Success Strategies That Will Grow Your Brand

VAB's vast knowledge of the ever-evolving video ecosystem empowers marketers with analyses, insights and the confidence to create more effective and impactful marketing strategies.

This **4-part series** provides marketers with a set of strategies to create successful video campaigns in 2024 and beyond.

Four Marketing Success Strategies in 2024

#4: Adopt Alternatives



#1: Prioritize Quality



#2: Demand Transparency



#3: Embrace Innovation



Click report cover above to download the appropriate report



Marketing Success Strategy #4: Adopt Alternatives

Why is this important?

Modern media consumption is constantly evolving with increasing opportunities, and challenges, for marketers to effectively reach their target audiences.

Measurement solutions are advancing to accurately and holistically collect and report on consumer behaviors.

The way you plan, transact, measure and optimize should be reflective of the modern audience, which is key to future-proofing your marketing strategies.

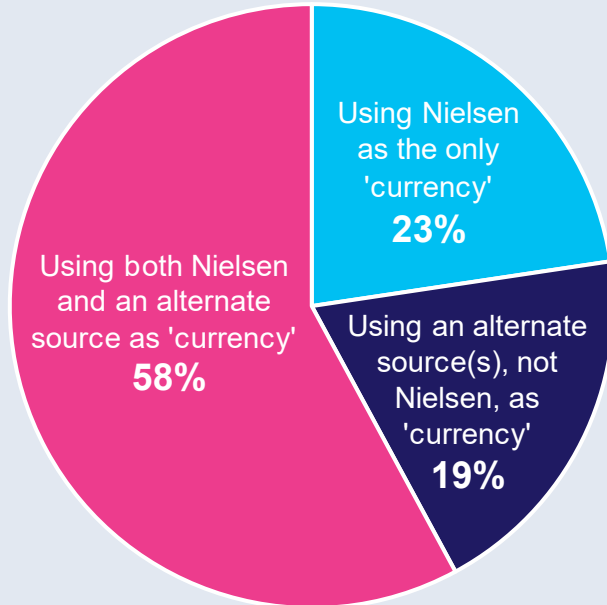
Why does it matter in 2024?

Increasing media fragmentation, economic headwinds and category competition require efficient spending and transparent measurement to empower data-driven campaign strategies.

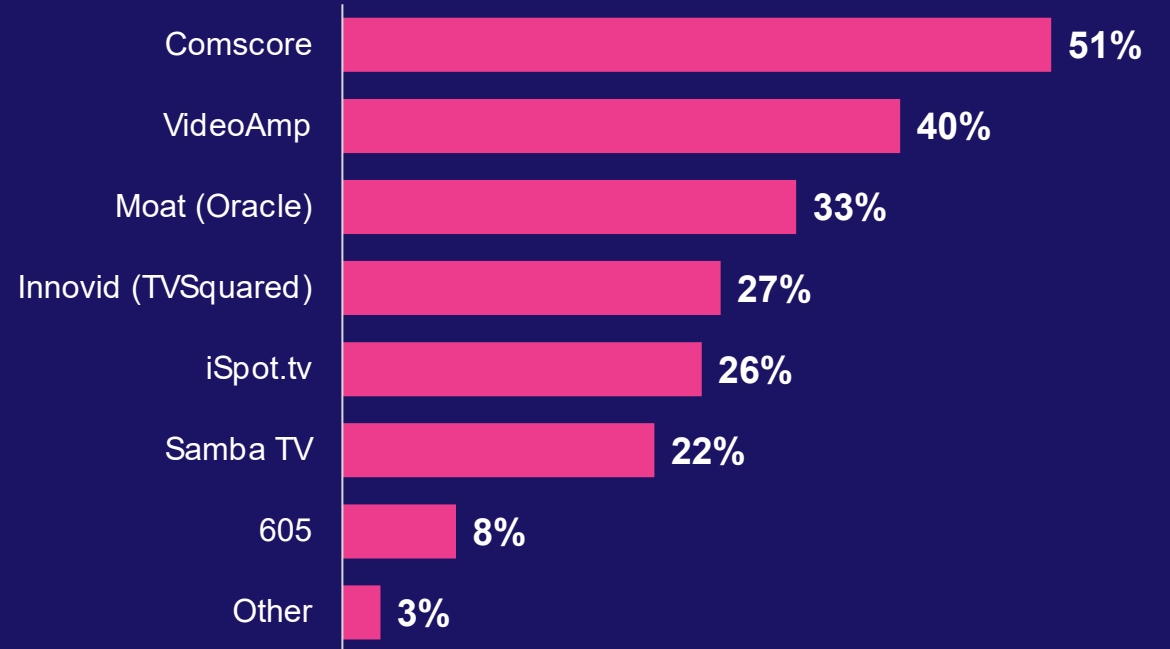
Get the most out of your campaign dollars today and in the future by leveraging and embracing modern measurement solutions.

Marketers have the power to choose the alternative currencies that best meet their evolving business goals to set them up for future success

'Currency' Used for Audience-Based TV Buys
% of respondents using ABB



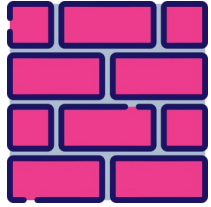
Alternate 'Currency' Used for Audience-Based TV Campaigns*
% of respondents using alternate 'currency' sources



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. 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 (n=190). *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' (n=147). Download VAB's marketer's guide ['Unlocking Brand Growth with Audience-Based Buying'](#) to learn more.

Viewership data collection is the foundation of modern audience measurement and currency

Why Viewership Data Collection is Important



The cornerstone of measurement is the data source(s) themselves and they **should reflect modern viewing behaviors.**



Viewership and audience data **collected / stored properly from a representative source** increases the likelihood of accurate measurement.



Many measurement providers take a multi-method approach. It is important to **consider how the differences in data collection** can impact the results you see.



Transparency is paramount and measurement partners should be forthcoming in their methods.

Measurement and currency is evolving to keep pace with modern consumer viewing behaviors by providing optionality in the marketplace

Common Modern Viewership Data Collection Methods



ACR (Smart TV)

Related Terms – 'glass level' & 'from the glass'

Identifies ads and programming content across Internet enabled TV-connected devices via audio or video fingerprints

Collection Type: Device

Solves For: Can capture both linear and OTT viewing



Set Top Box (STB)

Related Term – 'RPD (Return Path Data)'

Audience based viewing data that comes from calibrated set-top boxes installed at the subscribers' homes

Collection Type: Household

Solves For: Can provide more granular data for the insights on audience behavior across a large footprint



Panel

Related Term – 'Survey', 'Local People Meter'

Viewing habits, behaviors and demographic info are collected from a small group of people to represent a larger group

Collection Type: Person

Solves For: When stable, panels can be used to provide a common view of the TV landscape



Streaming

Related Terms – 'CTV', 'AVOD' & 'SVOD'

An OTT service that provides content from broadcast and cable networks, plus streaming providers
(e.g., Sling TV, YouTube TV, HBO Max, Netflix, Peacock, Hulu, fuboTV)

Collection Type: Person / Device

Solves For: Data can be collected in real time allowing for greater flexibility in campaign reporting and optimization



Big Data

Census level data that is comprised of multiple sources, which can be used for insights
Can include data from (but not limited to) ACR (Smart TV), STB, Panel and Streaming

Collection Type: Multiple

Solves For: More aggregated data can mean greater opportunities to find valuable insights

Adopting modern measurement allows you to future-proof your campaigns enabling you to better evaluate the full consumer journey

Common Pillars of Modern Measurement

1 Ad Data



Impression Data Cross Platform Ad Exposure

Leverage impression-based ad exposure data that reflects when and where your ads ran across the video ecosystem

2 Outcomes & Engagement Data



Surveys Aggregated Online Behavior Web Tags Sales

Collect full funnel engagement and outcomes data during your ad campaign to capture a full picture look at the customer journey

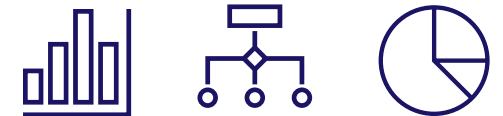
3 Identity Resolution



Individual Level Household Level Privacy Compliant

Match ad data & outcomes data in a privacy compliant manner via an identity resolution at a HH or individual level

Insights & Optimization Opportunities



Outcomes Over Time Target Audience Insights Cross Platform Outcomes

Outcome solutions rooted in identity enable true cross platform measurement of outcomes and supports the ability to layer in valuable audience information

Identity is the connective tissue that links viewership data to audiences, engagement and outcomes

The Key Benefits of Identity for Modern Measurement



Ties ad exposure data to individuals or HHs



Can provide a singular view of your audience across platforms



Key element in generating insights & intelligence about audiences



Increases marketer's ability to effectively and efficiently manage their campaigns from activation to measurement



Supports marketers in their efforts to deliver a seamless customer experience

Download VAB's ['What's the Deal with Identity'](#) to learn more.

Data clean rooms provide a secure and privacy-compliant environment for identity matching, data sharing, and campaign analysis

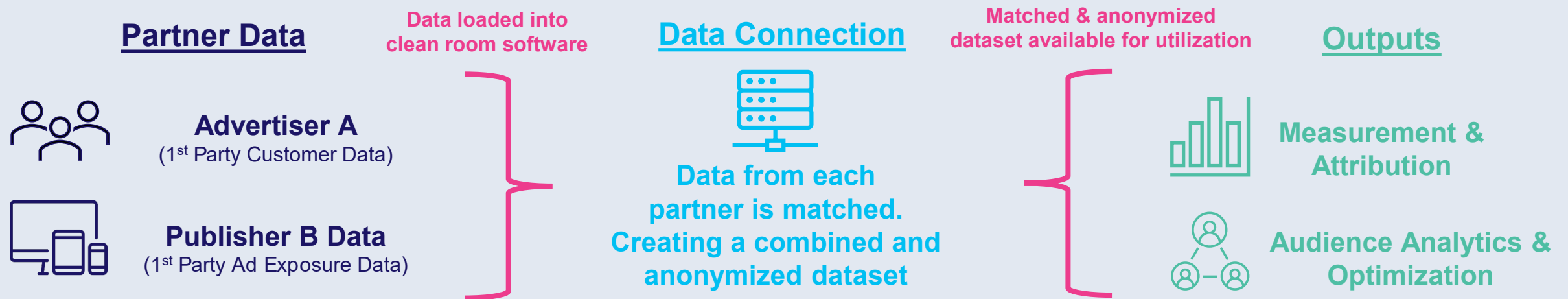
Data Clean Room

A secure software environment that enables data collaboration between two or more parties. Allowing sensitive customer data to be shared, and/or matched for joint analysis in a secure and privacy compliant manner

Benefits of Data Clean Rooms

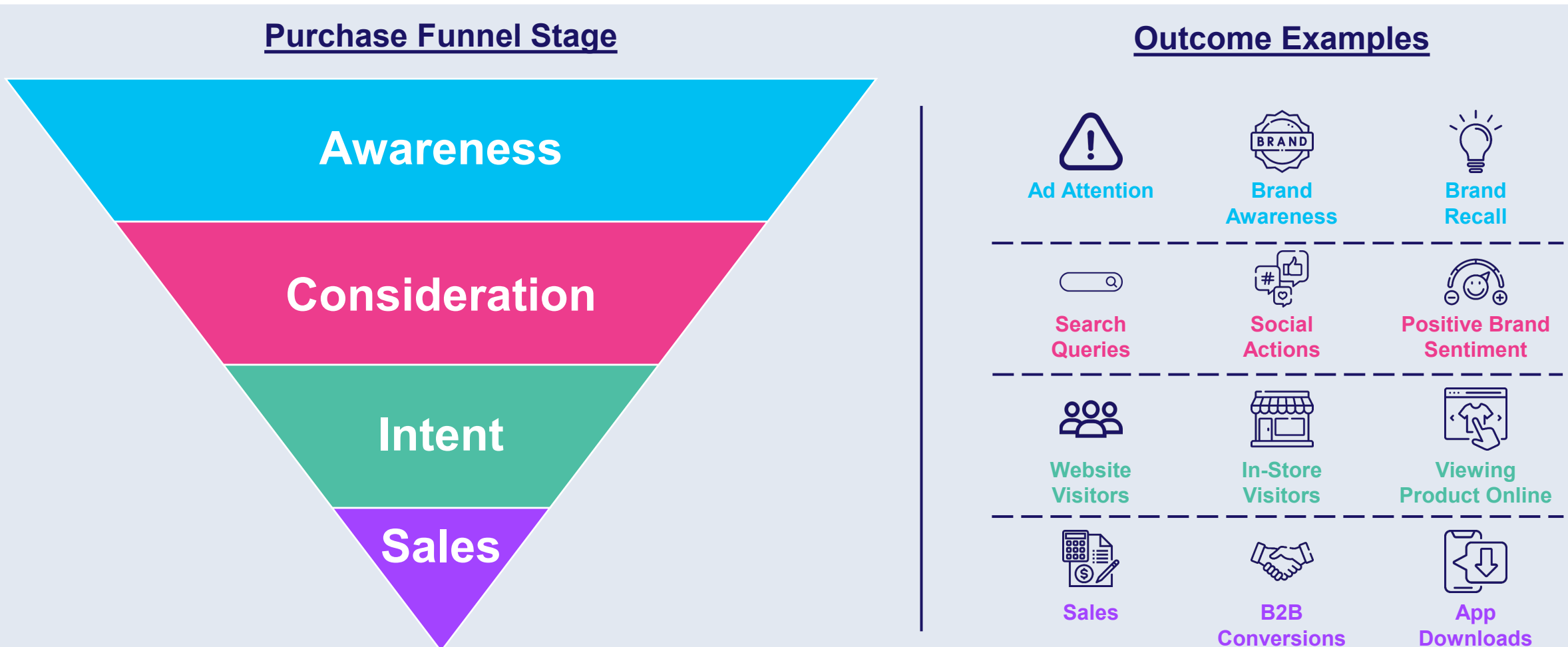
- ▶ **Secure & privacy compliant** way to share & match data for analysis
- ▶ Enables marketers to **keep control of their own data and protect PII**
- ▶ Aids **advanced audience-based targeting capabilities**
- ▶ Enables **greater attribution capabilities**

Example Data Clean Room Use Case



Download VAB's ['What's the Deal with Identity'](#) to learn more.

When it comes to campaign analysis, go beyond audience count and measure impact and outcomes at all stages of the purchase funnel



Download VAB's ['What's the Deal with Outcomes'](#) to learn more.

Proving the efficacy of your campaign is pivotal in measuring success and informing future data-driven business strategies

Why Measuring Advertising Outcomes Is Important



Provides **proof of performance** and justification for future and potentially increased budgets



Enables optimization of marketing levers for **more efficient spend**



Supplies full funnel intelligence on the **effectiveness of creative** units and messaging



Enables greater understanding of a **prospective customer's behavior** which can result in driving greater outcomes



Creates **revenue generating opportunities** through campaign optimization

Five strategic steps for embracing and implementing modern solutions that empower you to be agile as the industry evolves

Anticipating changes in the industry enables you to:

- ▶ Minimize future challenges
- ▶ Embrace shifts in the landscape
- ▶ Address future business requirements



1st Party Data

Collect information directly from your customer. 1st party insights can be leveraged for advanced targeting, transaction, and attribution. Enabling you to connect your campaign to consumer outcomes now and in the future.



Modern Currency

With multiple modern currency options built on big data sets available, buyers are given choice for meeting their business goals.



Identity & Privacy

Conduct regular identity and privacy internal reviews to ensure you're compliant with current laws and regulations. Familiarity with your own compliance will prepare to make shifts as laws and regulations evolve.



Cross-Platform

Establish partnerships with measurement providers who have cross-platform capabilities. This can put you in an advantageous position to seamlessly measure future campaigns as viewing behaviors continue to evolve and shift.



Audience-Based Buying

As advanced targeting capabilities continue to grow, increasing investments in audience-based buying will drive revenue and expand your customer base.

Download VAB's ['What's the Deal with What's Next in Measurement?'](#) to learn more.

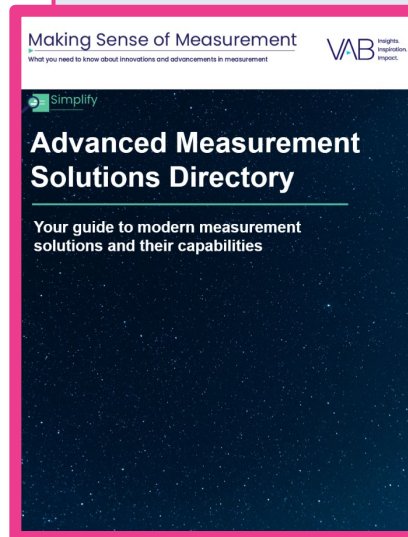
Utilizing VAB's Advanced Measurement Solutions Directory allows marketers to find trusted and transparent measurement vendors

VAB's Advanced Measurement Solutions Directory

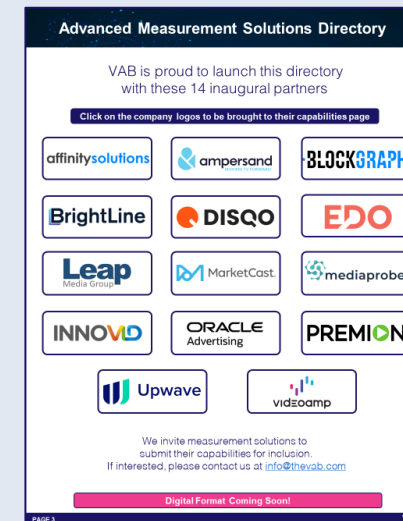
The **Advanced Measurement Solutions Directory** serves as a reference guide to simplify and provide clarity in measurement solutions so that you can keep informed.

Developed in partnership with the solutions themselves, the directory is a compilation of the **topline capabilities** and **several applicable case studies**.

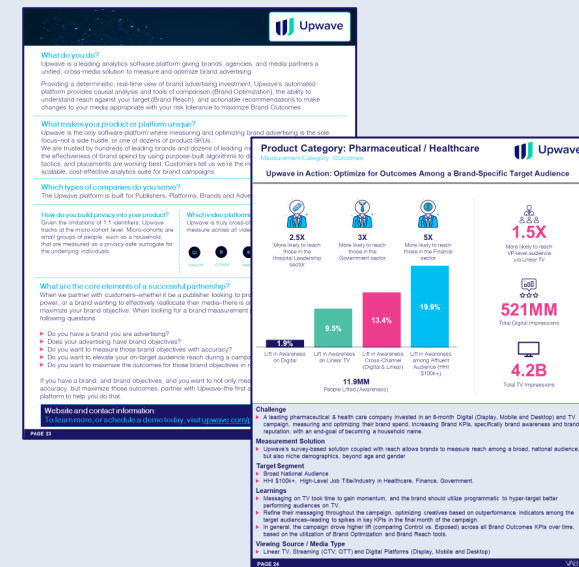
We expect this directory to grow and welcome all measurement companies that would like to contribute.



Directory preview



Example of measurement solution & their capabilities



Download **'Advanced Measurement Solutions Directory'** to learn more

As marketers look to adopt alternatives, take these initial steps

- ▶ **Transform.** Optionality is table stakes for modern-day measurement and currency.
- ▶ **Adapt.** Leaning into advancements in measurement enables you to maximize reach and outcomes through big data sets.
- ▶ **Invest.** Continue vendor evaluations and carve out budgets on various measurement and currency solutions to build trust and comfort with the methodologies and results.

When adopting alternatives, marketers need to uphold audience trust, keep media partners accountable and demand full transparency



Quality of Environment

Uphold Audience Trust and Standards:

- The ad experience should be premium like the content around it – with quality audio and video and relevant creative.
- Partners should use programmatic tools that are built for premium transactions vs. legacy display, ensuring transactions are rooted in trust, and delivery isn't compromised.
- Ad quantity should be in line with content length, with minimal disruption, low latency, proportional ad breaks, and carefully crafted ad loads.



Brand Safety

Hold Partners Accountable:

- Partners should meet brand requirements, uphold category exclusivity, and maintain competitive separation.
- Partners should ensure no placements with objectionable content – or objectionable audiences.
- Legitimate verification processes should be in place to understand what is being bought and sold.



Transparency & Legitimacy

Know What You Are Buying:

- Creative should run where it is planned to, in the right context.
- Buyers & sellers should agree on the kind of impressions purchased – ads should run adjacent to or within the right content and be viewed by real people. They should not run on MFA sites or be delivered to bots.
- Ads should be viewable, not out-streamed, muted, auto-played, or hidden. Non-viewable impressions should be removed from reporting.

To learn more, [click here to download the FreeWheel Council for Premium Video's & VAB's 'Buying Premium Video: A Definitive Checklist'](#)

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We believe in modern TV measurement.

Let us be your guide.

Visit the VAB's [Measurement Resource Center](#) to get clear answers to questions our industry is asking about TV measurement.



What's the Deal with Viewership Data Collection?



What's the Deal with Identity?



What's the Deal with Outcomes?



What's the Deal with What's Next in Measurement?



What's the Deal with Engagement?



Unlocking Brand Growth with Audience-Based Buying

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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.**

