



Case Study Corner

Retail Category

Brand success stories highlighted through
real-world multiscreen TV case studies

8 Retail category 'real world' case studies showcasing how multiscreen TV drives business outcomes across the funnel



Upper Funnel Outcomes Awareness

Multiscreen TV campaigns that **expand reach** and drive **brand recall** against a brand's best customer prospects*

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

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

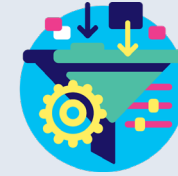


Mid-to-Lower Funnel Outcomes Action

Multiscreen TV campaigns that *increase the likelihood* the intended audience will be **motivated to act***

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)



Full-Funnel Outcomes Awareness + Action

Multiscreen TV campaigns that **expand reach** and drive **brand recall** while also increasing the likelihood that the intended audience will be **motivated to act***

Sampling of full-funnel outcomes:

- ▶ Reach → Brand Recall → Conversion Rates → Sales → Optimizations → Cost Efficiencies

*based on campaign KPIs

Upper Funnel Case Studies



How Multiscreen TV drives Awareness

Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects

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

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



A retail brand redistributed impressions towards Light & Medium TV viewers, helping **increase targeted reach and frequency**

Challenge

- ▶ A retail brand wanted to suppress Heavy TV Viewers from their addressable campaign in hopes to increase frequency and reach among Light and Medium TV viewers

Solution

- ▶ 5-week national + addressable media campaign

Target Segment

- ▶ A25-54 Light & Medium TV Viewers

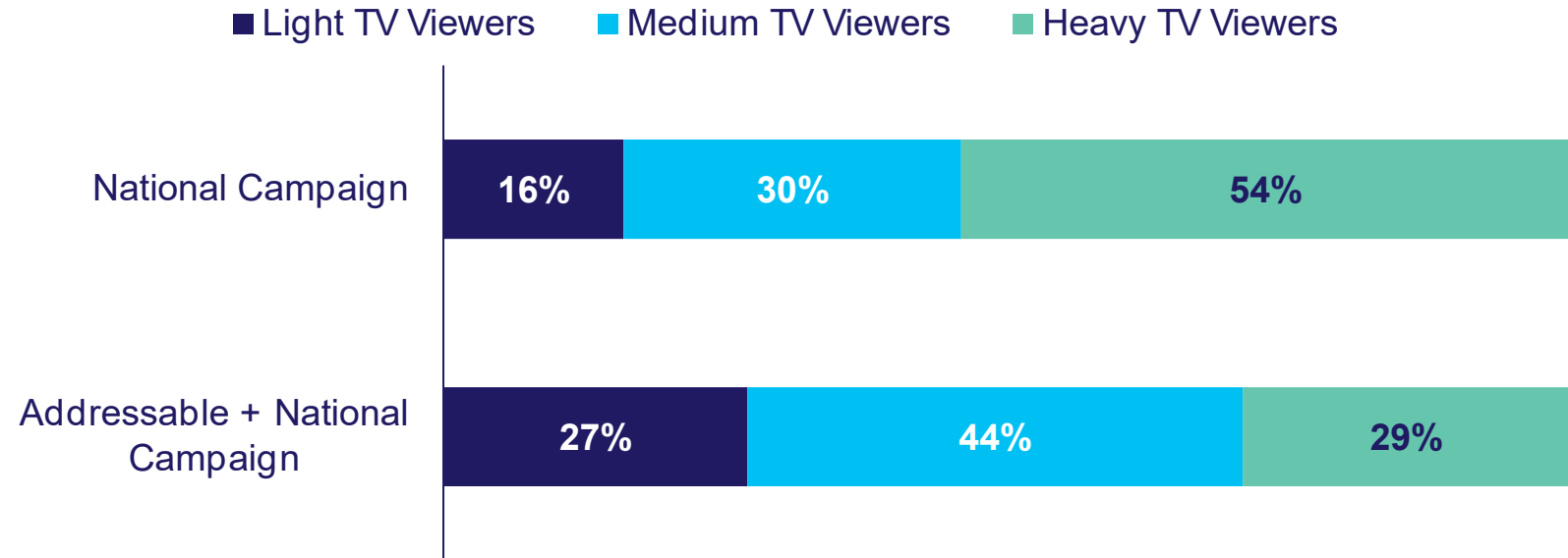
Results

- ▶ The addressable campaign successfully redistributed impressions towards the targeted Light & Medium TV viewers
- ▶ The campaign shifted the weight of Light & Medium impressions from **46% for national to 71% for national + addressable**
- ▶ Increased overall reach from **74% to 89%** for the retail brand

Company / Platform / Media Type

- ▶ Addressable TV / DIRECTV Viewership Data

% of Total Impressions Delivered by Target



+177%

Weekly Frequency Lift
Light & Medium TV Viewers
(Addressable & National vs. National Campaign)

+20%

Reach Lift
Overall
(Addressable & National vs. National Campaign)

Source: DIRECTV, Addressable Reach-Frequency Optimization Retail Case study. 4Q'22 Viewership data. Incremental reach within DIRECTV footprint.

Mid-To-Lower Funnel Case Studies



How Multiscreen TV drives Action

Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, sign-up for a subscription, make a booking, etc.)

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:

Retail



Haix optimizes converged TV with InnovidXP to increase ecommerce response

Challenge

▶ As a global manufacturer of tactical footwear, Haix produces more than 1 million pairs of shoes and boots annually. While its footwear can be purchased in brick-and-mortar stores, Haix embarked on a converged TV campaign to drive response and direct ecommerce sales via its website.

Measurement Solution

▶ InnovidXP

Target Segment

▶ Haix footwear is designed for firefighters, EMTs, paramedics, law enforcement officers, foresters and safety workers.

Learnings

▶ Leveraging InnovidXP, Haix measured its campaigns' immediate and longer-term impact on site traffic.

The always-on analytics provided Haix with the ability to leverage granular performance data for campaign insights and media and creative optimizations.

Viewing Source / Media Type

▶ CTV and linear

55%

Improvement in ROI

+37%

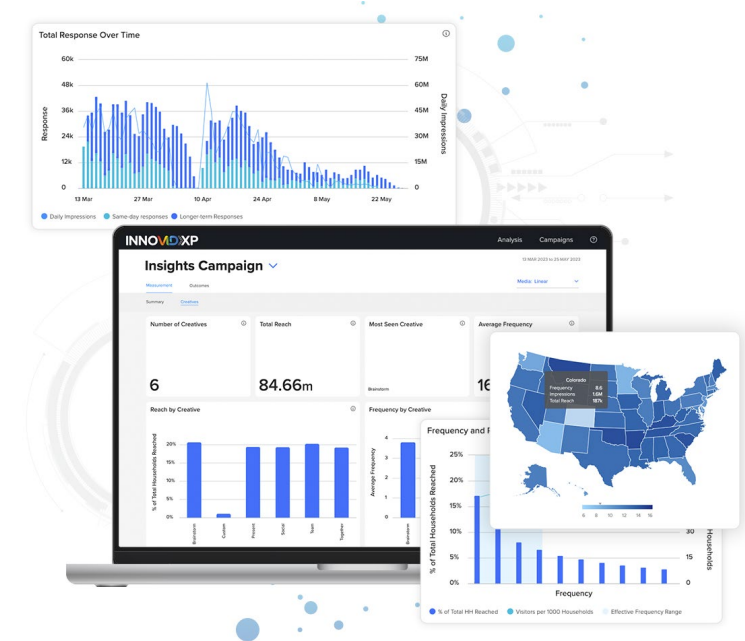
Increase in Immediate Visits

+24%

Increase in Longer-Term Visits

+78%

Increase in TV Inventory YoY



Source: Innovid x Haix, Retail Case study.





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)

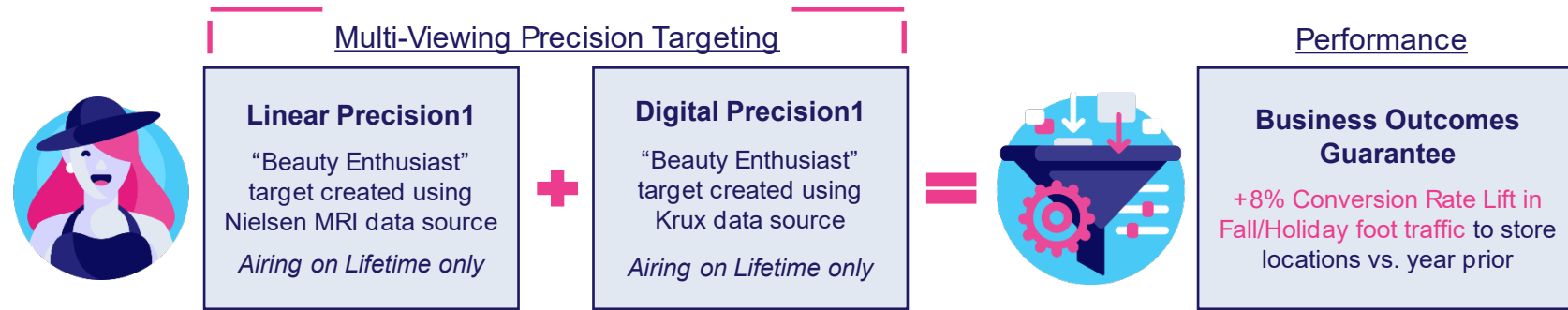
Results

- ▶ 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

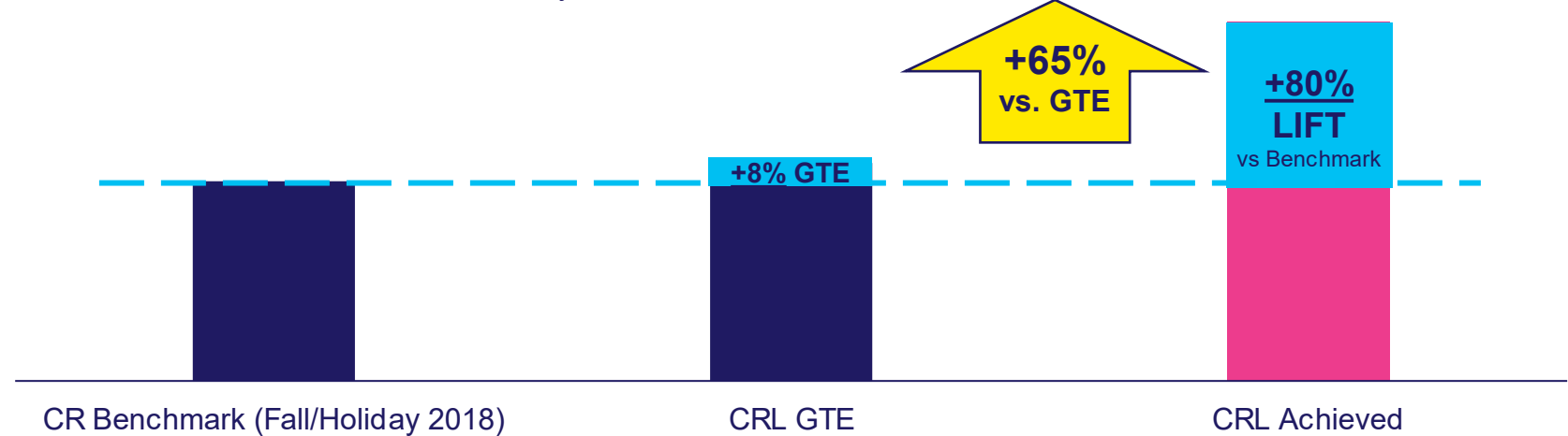
Setting a Benchmark & Guaranteeing Outcomes



'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.





A national retailer leveraged cross-screen campaign insights to drive website traffic and sales

Challenge

- ▶ A national retailer's holiday 2020 campaign goal required driving shopper behavior across the brand's core brick & mortar footprint while monitoring ecommerce outcomes

Solution

- ▶ Media agency Mediahub used an audience -first approach to target shoppers across live linear & streaming devices within a regionalized footprint while measuring website visits post ad-exposure
- ▶ Ampersand's Targeted TV solution delivered a geo-targeted, multiscreen campaign across premium live & on-demand platforms, which was measured in partnership with TVSquared to demonstrate how TV exposure drives web traffic*

Target Segment

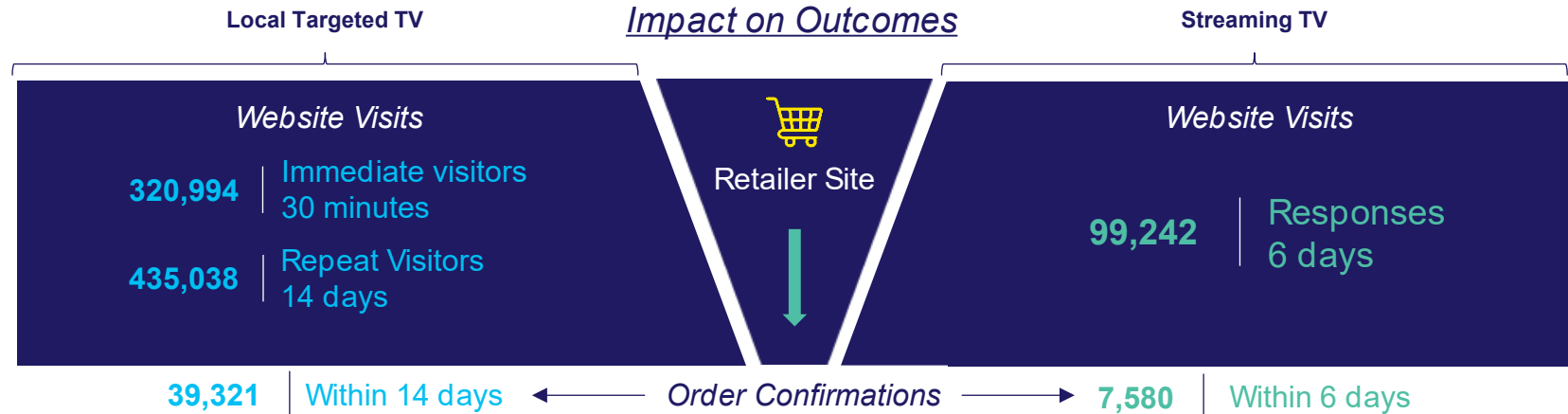
- ▶ A25-54

Results

- ▶ Campaign insights revealed:
 - ▶ Optimal linear TV dayparts and networks: daytime drove **33%** of immediate site visitors
 - ▶ Streaming TV insights demonstrated timely impact of campaign, with **30%** of website visitors & order confirmations occurring within 2 days of ad exposure

Company / Platform / Media Type

- ▶ Ampersand's Targeted TV solution / Streaming + Linear TV / Local Linear TV, OTT, Connected TV (CTV), Desktop, Mobile, Tablet



Linear Results

Cable TV ad exposure insights identified areas to drive increased performance based on the following:

- ▶ **Diversify Dayparts:** Daytime and Weekend Daytime drove **33%** of immediate visitors
- ▶ **Heavy Up Networks:** **3 networks** drove **21%** of immediate visitors

Streaming Results

- ▶ **27%** of website responses & **36%** of on-site order confirmations occurred during the weeks of Thanksgiving & Cyber Monday (11/12-12/6)
- ▶ **30%** of website visitors + order confirmations occurred within 2-days of ad exposure
- ▶ **26%** of all visitors/responses were from Daytime whereas **22%** were from Prime

Source: Ampersand, Case study: *Targeted TV Effectiveness: Local multi-screen holiday TV campaign drives shopper engagement + sales*. Campaign time period: flight date – 9/28/20-12/25/20; measurement period – 10/13/20-12/27/20. Campaign agency: Mediahub. Data partner: TVSquared. Geos: 19 total based on store proximity. Frequency: even weekly pacing + 95% video completion rate (VCR). Actions measured: retailer site visitation (any page), order confirmation page. Attribution based on website visitation following linear ad or digital ad exposure; Attribution windows: Local targeted TV – 30 minutes = immediate response, 14 days from Immediate Response = Return Response; Streaming – within 7 days Post Initiative Exposure. *Website visits measured by TVSquared pixels.





A major retailer partnered with LiveRamp to drive and validate ad effectiveness in **driving sales**

Challenge

- ▶ A major MVPD was looking to prove that their addressable TV inventory, across both their set-top-box and streaming inventory, consistently drove sales for a Big Box Retailer

Measurement Innovation

- ▶ Using Data Plus Math's sales attribution solution, the major MVPD was able to validate their addressable TV effectiveness on the retailer's in-store and online sales

Target Segment

- ▶ Occasional Shoppers

Learnings

- ▶ Over the course of a year, the retailer's TV campaign media produced consistent lift among their target audience over the control in the retailer's target household sales, both in-store and online

Company / Viewing Source / Media Type

- ▶ LiveRamp & Data+Math / Linear & Streaming TV / Addressable TV

Campaign Results



+30%

Sales Lift over four quarters after exposure to the Addressable TV campaigns, on average



+51%

Lift in Units Purchased over four quarters after exposure to the Addressable TV campaigns, on average

Source: LiveRamp, retail brand case study. Campaign time period: Feb-March 2021, May-July 2021, August - Sept 2021, and Oct-Dec 2021.

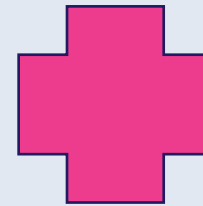
How Multiscreen TV drives Full-Funnel Outcomes



Case Studies

Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects



Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., visit a website, download an app, sign-up for a subscription, make a purchase, etc.)



Category:

Retail (Balsam Brands)



Balsam Brands drove ROAS via a programmatic CTV campaign and achieved **incremental reach** while **driving responses**

Challenge

- ▶ Balsam Brands, a leading retailer of holiday décor, wanted to drive quality site traffic from holiday decoration shoppers and drive ROAS*

Solution

- ▶ MediaMath & TVSquared partnered to measure the effectiveness of Balsam Brand's reach and messaging across publisher partners, enabling optimizations to be made throughout the programmatic CTV campaign against high-performing publishers & devices

Target Segment

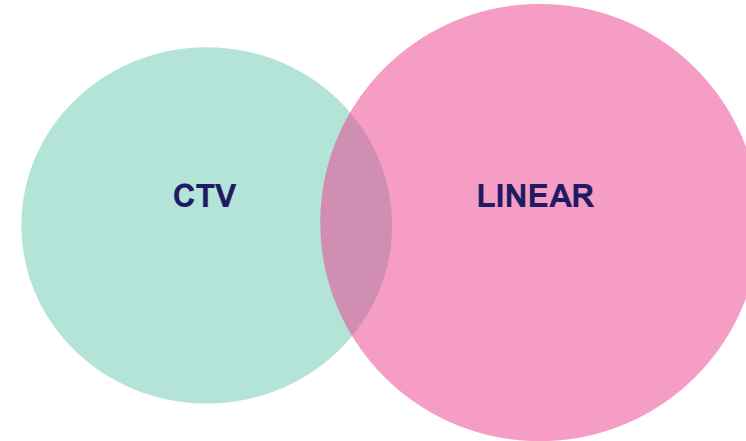
- ▶ Custom Audience Target

Results

- ▶ Balsam Brands was able to drive a ROAS by **150%** vs. year prior, and achieved incremental unique reach over linear by **78%**

Company / Platform / Media Type

- ▶ TVSquared, MediaMath / Streaming Only / Connected TV (CTV)



3% overlap

78% of CTV reach was unique, tapping into a subset of users unreachable on linear



4.7M

households reached



35M

impressions



131K

responses from CTV

Source: TVSquared, Case study: *Driving Performance with CTV: MediaMath partnered with TVSquared to measure the effectiveness of Balsam Brand's reach and messaging across publisher partners.* Campaign time period: Holiday Season 2019 vs. 2020 (mid-October – end November (peak holiday shopping season)). *Return on ad spend.

tvSquared MediaMath



DIRECTV drove significant brand attribute lifts for a specialty retailer by enabling an addressable and pause ad campaign

Challenge

- ▶ A specialty retailer sought to improve their KPIs during the holiday shopping season

Solution

- ▶ 6-week Addressable + out-of-stream Pause Ads media campaign

Target Segment

- ▶ Custom segment of holiday gift shoppers, based on client first-party data and third-party data

Results

- ▶ The addressable campaign with out-of-stream pause ads campaign outperformed high-aided brand awareness* campaign benchmarks and increased agreement with all brand attributes (based on brand health measurement data from Kantar)
- ▶ Pause Ads drove significant lifts among brand favorability, consideration intent and purchase intent

Company / Platform / Media Type

- ▶ DIRECTV Viewership Data / Addressable TV

4.7x

Aided Brand Awareness

Campaign Norms
(target vs. norm)

5.2x

Brand Favorability

Campaign Norms
(target vs. norm)

+38%

Brand Attributes

“A brand for people like me”
(recall vs. do not recall)

+25%

Brand Attributes

“A brand that offers new and innovative products”
(recall vs. do not recall)

+63%

Brand Attributes

“A brand that is relevant to my everyday life”
(recall vs. do not recall)

+5%

Brand Favorability

Pause Ads Exposure
(target vs. control)

+9%

Consideration Intent

Pause Ads Exposure
(target vs. control)

6%

Purchase Intent

Pause Ads Exposure
(target vs. control)

Source: DIRECTV, Addressable + Pause ads, Retail Case study, advertiser first-party data, third-party data & Kantar. Case study results are based on individual campaign factors. DIRECTV makes no performance warranties. Control: Represents 10% of DTV HHs within the target that did not receive exposure to the addressable or pause ad. *An advertiser falls into high-aided brand awareness category if the control reports over a 70% familiarity with the brand in Kantar's Brand Health survey.





Additional Insights: **Creative Performance**





Monitoring a retail campaign, EDO determined that the ad maintained both **strong engagement** and **creative longevity**

Challenge

- EDO assessed the long-term effectiveness and wear-in/out patterns of a retail brand's :15 creative. They aimed to determine whether the ad's performance remained strong over time or diminished after repeated viewings.

Creative

- 'Totally Speedy & Totally Set' :15

Performance

- 15% above average brand ad

Key Findings

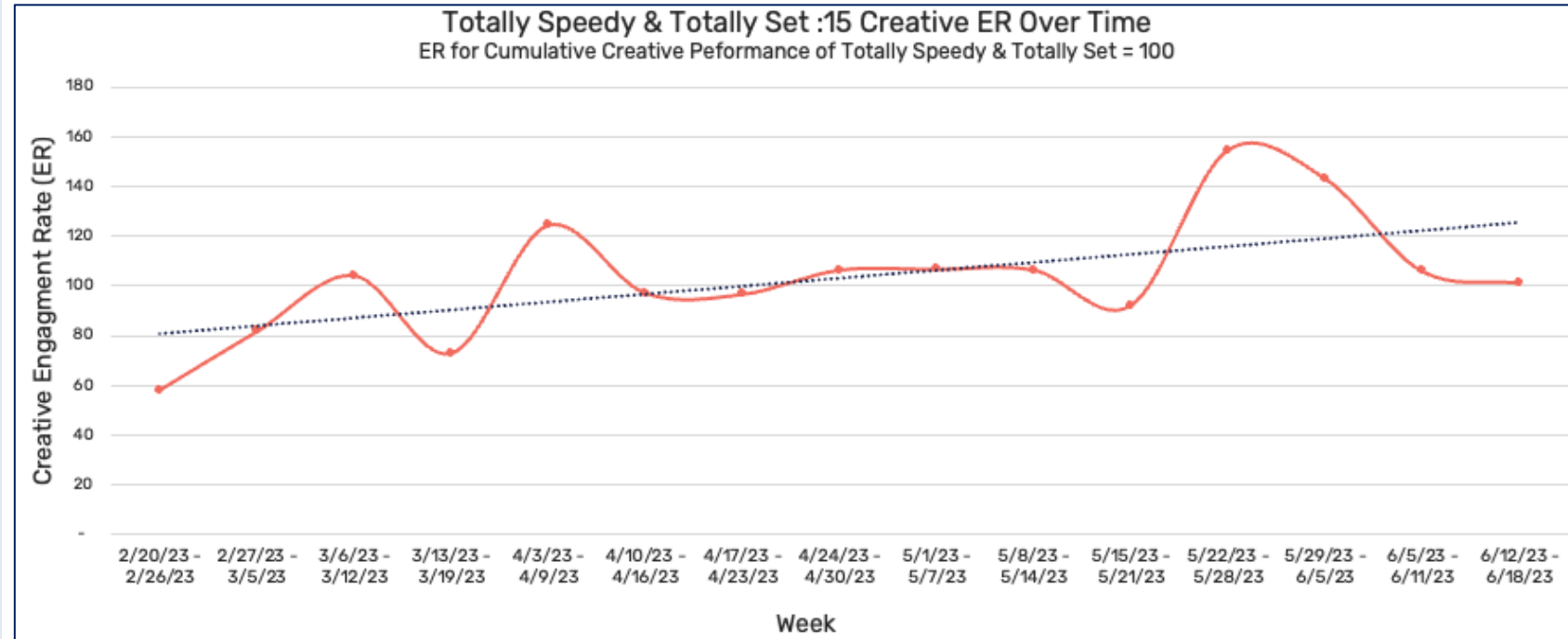
- EDO data indicates that this creative remained a strong performer throughout its entire flight, suggesting that performance could remain strong if this creative continued to air, despite having been active for 15 weeks and accumulating 2.1B total impressions

Observations

- Performance stabilized during weeks 6 through 11 (4/10 - 5/21) before peaking the week of 5/22 and 5/29
- During the week of 5/22, the creative was 54% more effective than the average week
- Notably, this creative features summer weather and a kids soccer practice, which may have contributed to the increased engagement around Memorial Day

Company / Platform

- EDO / Linear TV



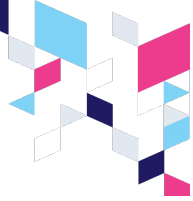
Flight: 2/26/23 – 6/18/23

Media Weight:
2.1B
impressions

Source: EDO, Case study: *Creative wear-in/out analysis of an above average performing Retail Brand creative indicates extended creative shelf life.*
Campaign time period: 2/26/23 - 6/18/23.



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Automotive



Consumer Packaged Goods (CPG)



Entertainment & Tune-In



Financial Services & Insurance



Health, Wellness & Beauty



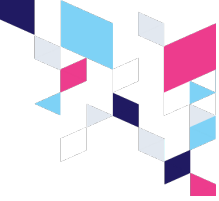
Pharmaceuticals



Restaurants

Access more case studies at www.thevab.com

Want more? VAB also has case studies organized across multiscreen TV platforms including linear TV and streaming / CTV



Stream On



How can a convergent TV strategy drive business results for my brand?



Proven Strategies & Tactics In Audience-Based TV Buying



Opportunities in VOD Addressable



Q1 '22 Today's Innovations in Measurement



Q2 '22 Today's Innovations in Measurement



Q3 '22 Today's Innovations in Measurement



Q4 '22 Today's Innovations in Measurement

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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.



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