

## Stream On

23 real-world case studies highlighting  
how video streaming drives brand success



We scoured the industry for real-world examples of how today's most innovative marketers are using streaming within their video campaigns.

With **23 case studies** across **15 categories**, we showcase how brands are successfully achieving KPIs like *incremental reach, brand favorability, ad recall, website visits* and *sales*.

You will find **real-world guidance** on **common questions** marketers have when developing video streaming campaigns.

# What You'll Learn...



[Click through any common question to be brought directly to the appropriate section](#)

1

How do I use streaming to **extend the reach** of my video campaign beyond linear TV?

2

How do I use video streaming to **boost sales**?

3

How do I use streaming to increase my **share of voice**?

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How can I make an **impact on a local level** with streaming?

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How can I **drive in-store traffic** with streaming?

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# A luxury auto advertiser's streaming campaign on Tubi delivered on **cross-channel incremental reach**

## Challenge

- ▶ A luxury auto advertiser wanted to extend the reach of their video campaign beyond linear TV

## Solution

- ▶ Tubi partnered with TVSquared who combined ACR and digital measurement to understand the incremental reach that Tubi offered beyond the advertiser's linear investments

## Target Segment

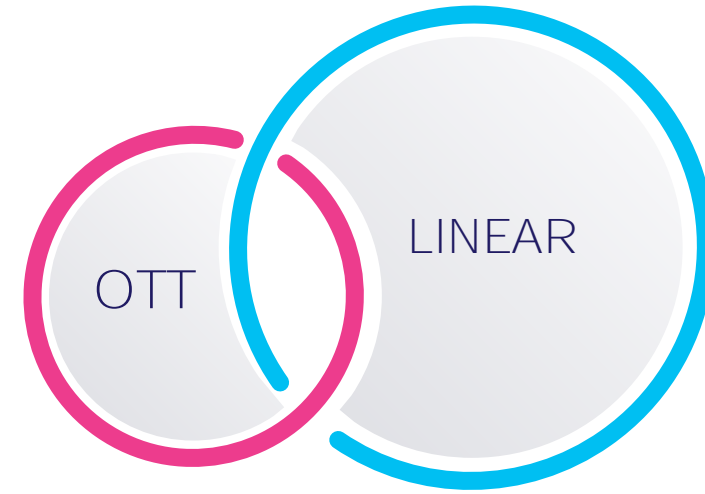
- ▶ Household Income \$75K+

## Results

- ▶ **89%** of Tubi's audience was incremental to the linear buy, and only **3%** of media volume overlapped between Tubi and linear campaigns

## Company / Platform / Media Type

- ▶ Tubi / Streaming + Linear TV / OTT + Linear TV



**89%** of Tubi's Audience was incremental to linear investments

	Share of Impressions	Reach of Proportion	Avg. Frequency
OTT	14%	12%	3.4
LINEAR	83%	86%	2.8
OVERLAP	3%	1%	6.3

Source: Tubi, Case study: *Tubi drives incremental reach*. Campaign time period: 6/16/21-6/30/21. ACR and digital measurement via TVSquared.





A financial services brand reached **incremental audiences** and **drove efficiencies** via a cross-channel campaign

Challenge

- ▶ A leading financial services brand wanted to grow awareness and adoption of its free digital product, particularly by **untapped audiences** that hadn't previously been reached with its linear-only campaigns

Solution

- ▶ Simulmedia used its Cross-Channel Insights platform to **identify the client's target on both CTV and linear** while gauging overlap of audiences between the two
- ▶ Simulmedia accessed premium CTV inventory across dozens of publishers to pinpoint most cost-effective impressions

Target Segment

- ▶ **Audiences unexposed to brand's linear-only campaigns**

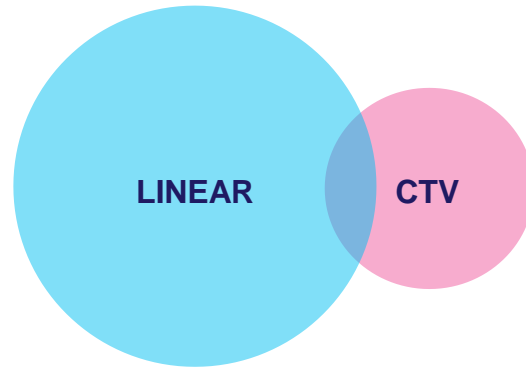
Results

- ▶ **86%** of audience reached by CTV campaign was only reached on CTV
- ▶ Less than **2%** of exposed HHs were reached by both linear and CTV campaigns
- ▶ With 3% of overall spend, CTV campaign drove nearly **10%** in incremental reach

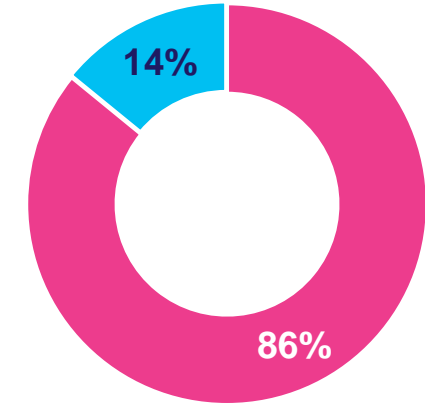
Company / Platform / Media Type

- ▶ Simulmedia / Streaming + Linear TV / Connected TV (CTV), Optimized Linear TV

Cross-Channel Measurement



Finding Unique Audiences on CTV



■ CTV Incremental ■ CTV + Linear



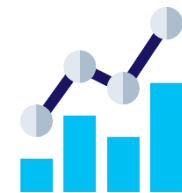
903K

Unique devices reached



86%

Were reached only on CTV, through the financial service's CTV campaign



10%

CTV campaign drove almost 10% in incremental reach

Source: Simulmedia, Case Study: How Simulmedia Drove Incremental CTV Reach. Campaign time period: 6/14/2021-7/2/2021.



A leading mutual insurance company optimized their OTT campaign, enabling **expanded reach, greater brand awareness and increased website visits**

Challenge

- ▶ Mutual insurance company Amica wanted to justify and optimize their investment in streaming and measure incremental conversions\* across OTT publishers compared to their linear TV campaigns

Solution

- ▶ Utilized iSpot Unified Measurement to analyze the incremental reach and compare the performance of ads running across linear TV and major streaming providers, with the ability to compare at an individual OTT publisher level

Target Segment

- ▶ Custom audience target

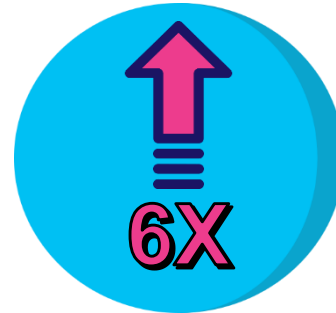
Results

- ▶ Streaming served as a valuable complement to traditional TV buys, driving **6x higher** conversion rates than linear TV ads alone
- ▶ With visibility into deduplicated reach & conversion rates of linear vs. streaming ads, Amica determined **:15s** streaming ads were most effective in driving conversions, allowing them to adjust their media plan

Company / Platform / Media Type

- ▶ iSpot.tv / Streaming + Linear TV / Linear TV, OTT (Connected TV)

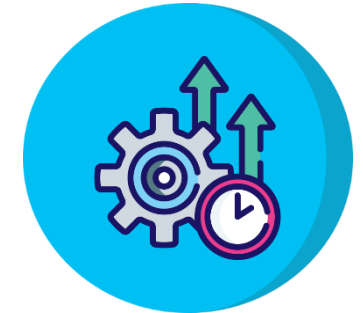
With the help of Unified Measurement, Amica was able to:



Prove that streaming ads converted at a **6x higher** rate than linear ads alone



Identify OTT publishers with **higher conversion rates** to continue to invest in



Determine that **:15s streaming ads were more effective** in driving conversions and adjust media plan accordingly

Source: iSpot.tv, Case study: *Justifying and Optimizing Linear and Streaming TV Advertising*. Campaign time period: Q2 2020. \*Primary conversion KPI: web visits.



A luxury auto brand achieved incremental reach among previously-unexposed audiences by **targeting qualified segments across OTT**

**Challenge**

- ▶ A luxury automotive brand wanted to drive **incremental reach of those who hadn't seen their linear ad**, while controlling and optimizing frequency of ad-exposed viewers by tercile

**Solution**

- ▶ Created a custom suppression segment comprised of **viewers already exposed to brand's ad on linear**, layered with granular digital qualifiers
- ▶ Targeted new, qualified audiences across OTT, as well as retargeted light & medium ad-exposed viewers across digital
- ▶ Delivered cross-screen reach & frequency reporting to identify overlap of ad exposed audiences across linear & digital to **ensure the brand's ad reached the right viewers**, at the right time

**Target Segment**

- ▶ Auto intenders who had not previously engaged with the brand
- ▶ Third-party audience who have been exposed via linear TV

**Results**

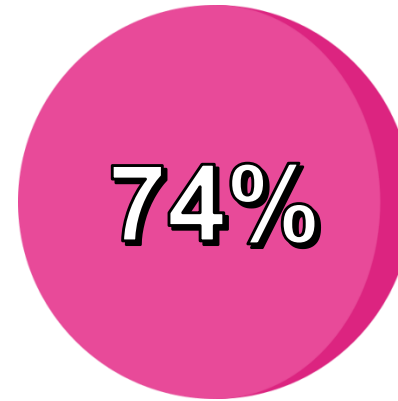
- ▶ VideoAmp measured **3.2MM** in incremental reach across OTT, an increase of **74%** vs. linear TV, for an overall cost savings of **\$701K**

**Company / Platform / Media Type**

- ▶ VideoAmp / Streaming + Multiscreen (non-linear) / OTT



**Incremental Reach  
Across OTT**



**Increase Reach  
Compared to Linear**



**In Overall Cost  
Savings**

Source: VideoAmp, Case study: *Luxury Automotive Brand Leaves No Household Behind with 3.2M Incremental Reach Across OTT*. Campaign time period: February 2019.





A fitness advertiser was able to monitor & optimize a cross-platform campaign aimed at driving incremental reach and online registrations

Challenge

- A fitness advertiser launched a 2-part cross-platform TV campaign & needed a single source for converged TV measurement and attribution to track reach, frequency and incremental reach of linear and Connected TV (CTV)

Solution

- Brand leveraged TVSquared's ADvantage XP platform for 1:1 deterministic measurement & attribution for a unified view of performance & delivery metrics for all inventory sources including national broadcast & local cable for linear and streaming platforms like Roku, Hulu, Tubi, etc.

Target Segment

- Custom Audience Target\*

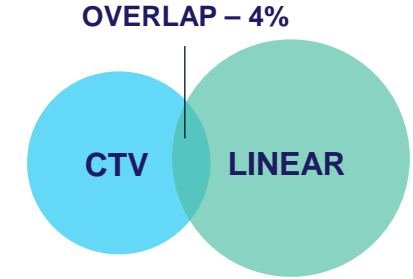
Results

- Adjustments to inventory led to a greater share of impressions on streaming in 2<sup>nd</sup> campaign (+87%)
- Increasing CTV impressions and diversifying across additional publishers increased unique CTV household reach by a further 22% (vs. earlier campaign)

Company / Platform / Media Type

- TVSquared's ADvantage XP platform / Streaming + Linear TV / Connected TV (CTV), Linear TV

Impression split	CTV	Linear
Campaign 1	14%	86%
Campaign 2	58%	42%



\*represents overlap of second campaign

Transforming Insights into Actionable Results

78%

of CTV Households Were Incremental to Linear

By increasing CTV impression share

4x

Response Rate for CTV vs. Linear in Campaign 1

Influenced greater impression share for CTV in Campaign 2

-37%

Cost per Registration for CTV

Following adjustments across inventory sources

+116%

Increase in TV driven registrations for CTV

Optimizations drove increase

+93%

Uplift in HHs engaged due to Linear TV

Optimizations drove lift

-39%

Cost per Registration for Linear TV

Following adjustments across inventory sources

Source: TVSquared, Case study: ADvantage XP: Delivering a Single Source of Truth for Converged TV. Campaign time period: Campaign 1 - January–March 2021 vs. Campaign 2 - May–July 2021. \*Custom target built based on the number and variety of channels and genres they used.



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TiVo extended campaign reach through data-driven CTV advertising targeting sport enthusiasts, which drove a **double-digit lift in device sales**

### Challenge

- ▶ TiVo wanted to drive awareness for their new *Stream 4K* dongle and boost device sales

### Solution

- ▶ Launched campaign targeting households of sports enthusiasts during a premier golf tournament to promote their new Stream 4k product and inspire online conversion
  - ▶ **Content Affinity:** Reach active sports fans by leveraging first-party, deterministic STB viewership data on CTV ad spots during the broadcast
  - ▶ **Sequential Targeting:** Identify households exposed to the ad & extend campaign reach by digitally targeting them with secondary messages
  - ▶ **Conversion Attribution:** By matching IP addresses to online sales during the campaign window, attributed sales lift from households exposed to the ad

### Target Segment

- ▶ Sports Enthusiasts

### Results

- ▶ CTV advertising generated a **+25%** lift in *Stream 4K* sales vs. households not exposed to the ad

### Company / Platform / Media Type

- ▶ TiVo, Xperi / Streaming Only / Connected TV (CTV)

**+25%**  
**Lift in Stream 4K Sales**  
 Compared to households not exposed to ad



Source: TiVo & Xperi, Case study: *TiVo Extends Campaign Reach and Lifts Device Sales with Data-Driven CTV Advertising*. Campaign time period: flight date – 6/21/21-6/29/21; measurement period - 6/21/21 - 7/5/21, which was extended beyond the campaign window to capture Stream 4K purchases post-flight.

Category:

Consumer Packaged Goods



A CPG brand implemented contextually relevant binge ads, leading to incremental sales growth

Challenge

- A CPG brand sought to increase sales by creating real connections with engaged viewers across connected TV, desktop and mobile

Solution

- Hulu's in-house creative team, Greenhouse, worked with the brand to create sequential Binge Ads. The contextually and situationally-relevant messages appeared during viewers' binge-watching session
- Campaign delivered & measured in collaboration with Hulu, a CPG sales partner and a data connectivity platform

Target Segment

- W25-49

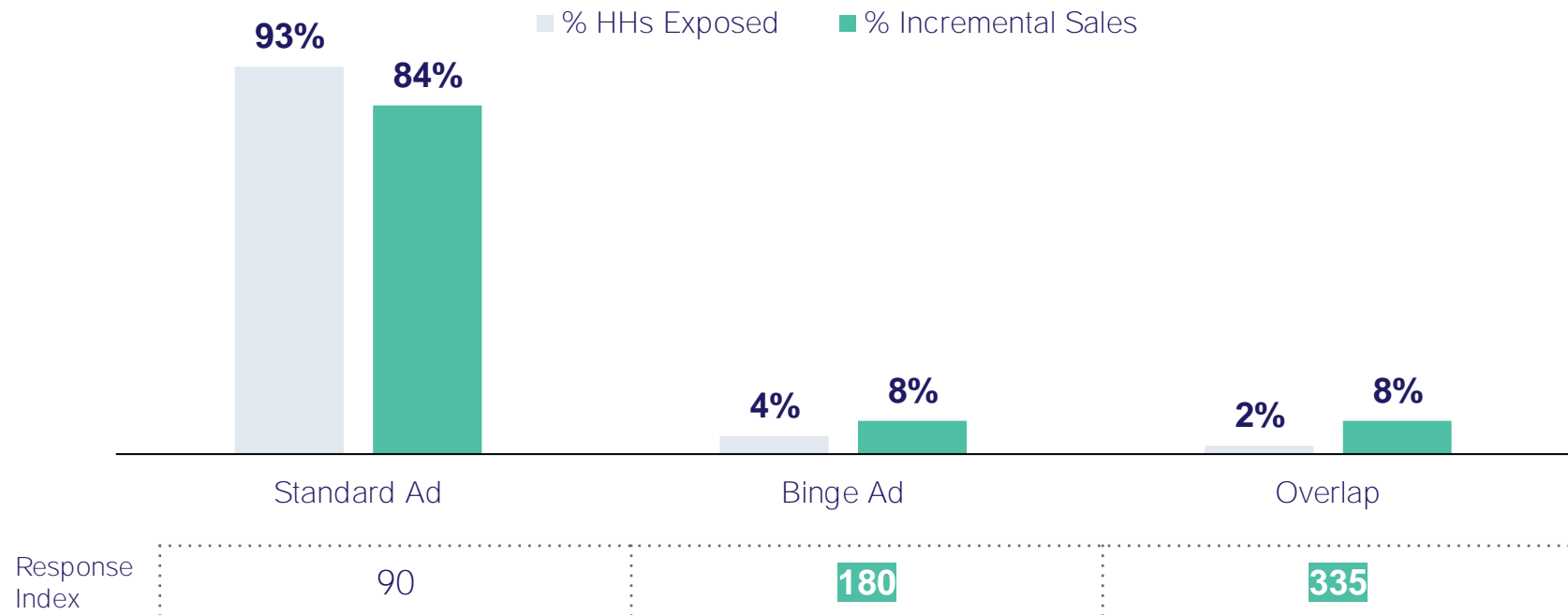
Results

- Those *only* exposed to the Binge Ad were highly responsive to the campaign but those exposed to *both* the Binge and Standard Ad drove the **highest response rate**, likely due to increased frequency

Company / Platform / Media Type

- Hulu / Streaming + Multiscreen / Connected TV (CTV), Desktop, Mobile

Rate of Exposure-to-Incremental Sales



●/● Response Index (Campaign Response / Households)

Source: Hulu, *Binge Ad Case Study*, Q1 2020. Campaign length: 3 months; Binge Ad ran 1 month.





A TV network leveraged a sell-side platform to ensure brands across their portfolio would reach the right audiences, leading to programmatic growth and increased revenue

Challenge

- ▶ AMC Networks sought to simplify their ad buying process and unlock inventory for more advertisers following an increase in programming development and implementation of a more aggressive distribution strategy

Solution

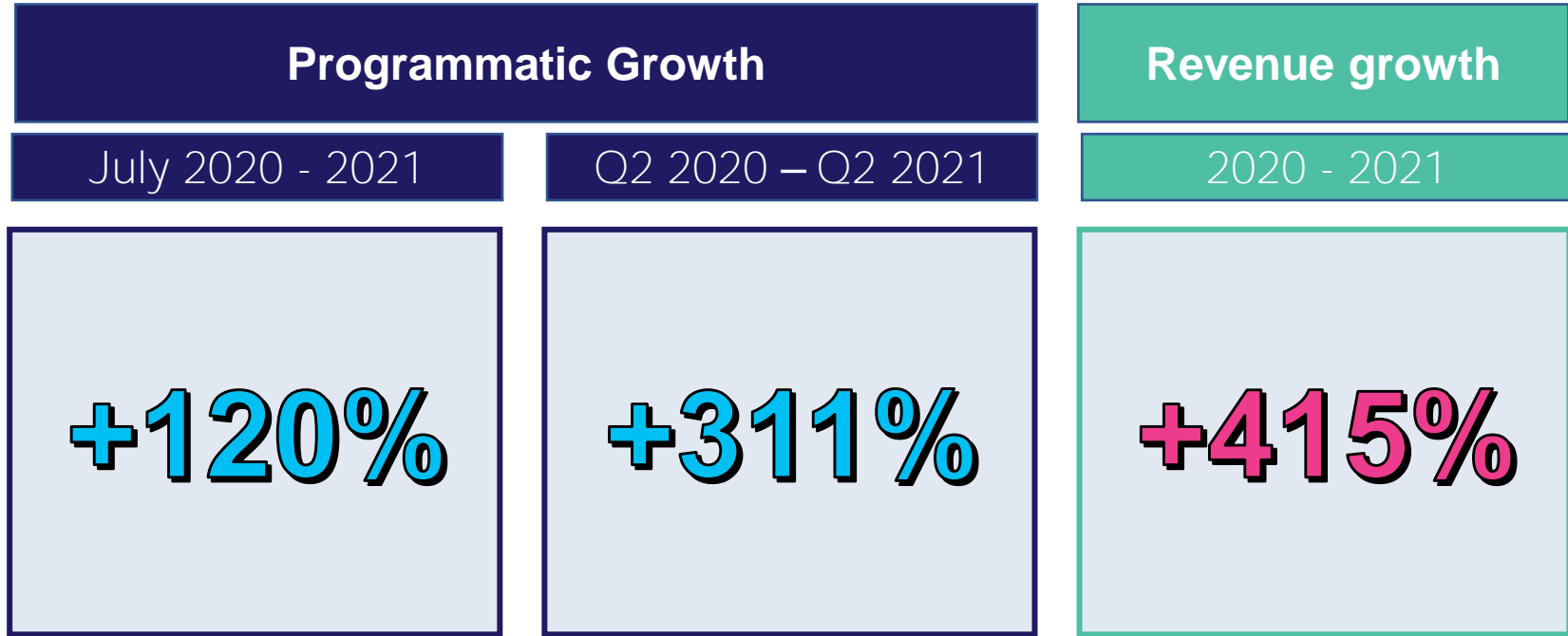
- ▶ Magnite’s demand facilitation specialists worked with AMC Networks to grow revenue & generate new business by leveraging platform tools and educating advertisers about AMC’s premium inventory and improving overall campaign performance

Results

- ▶ The Magnite CTV platform delivered triple digit YoY programmatic growth, as well as triple digit YoY revenue growth (+415%)

Company / Platform / Media Type

- ▶ Magnite / Streaming Only / Magnite Connected TV (CTV) Platform



Source: Magnite, Case study: Magnite Helps AMC Networks Monetize Premium Video Inventory. Campaign time period: Programmatic growth - July 2020 – July 2021, Q2 2020 – Q2 2021; Revenue growth – 2020-2021.



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Healthcare brand achieved scale and drove incremental users within premium OTT inventory, leading to growth in share of voice

Challenge

- ▶ A large healthcare brand wanted to optimize their cross-screen reach and increase share of voice (SOV) in the market with a focus on driving cost efficiencies

Solution

- ▶ Build a custom data segment of consumers who were exposed to competitors' ads on Linear TV
- ▶ Reach exposed users across OTT, desktop, tablet, and mobile to ensure client was the second touchpoint across Digital screens
- ▶ Measure success via a custom Competitive Insights report comparing competitors' Linear reach, frequency, and SOV pre- and post-campaign activation

Target Segment

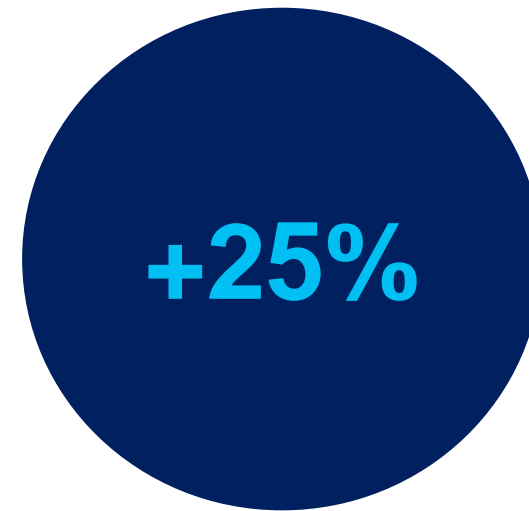
- ▶ Custom target audience exposed to competitors' Linear TV ads on Digital

Results

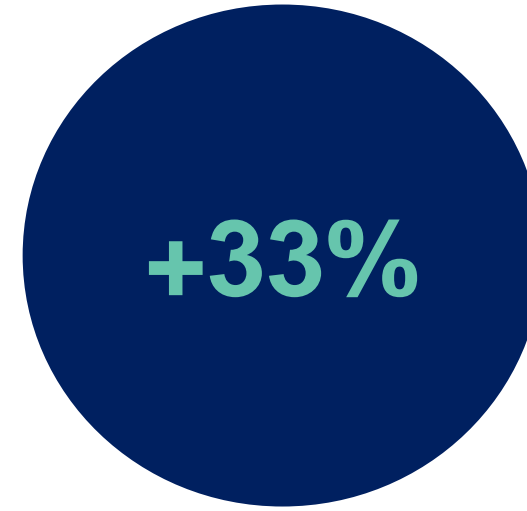
- ▶ VideoAmp measured **+25%** increase in video completion rate, a **33%** larger share of voice than their competitors and **+8MM** incremental unique users reached

Company / Platform / Media Type

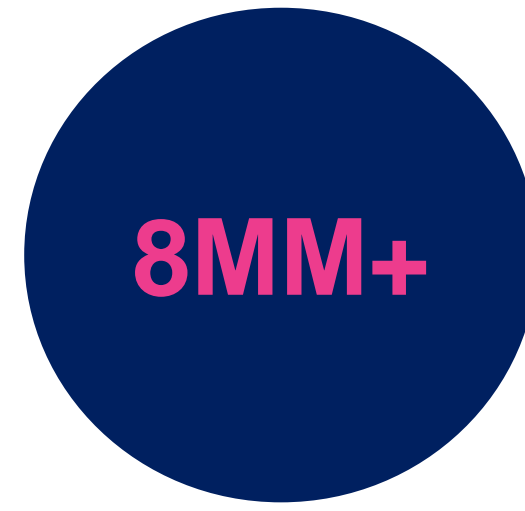
- ▶ VideoAmp / Streaming + Multiscreen (non-linear) / OTT



Video Completion Rate Increase



Larger Share of Voice vs. Competitors via Cross-Channel Unique Reach



Incremental Unique Users Reached

Source: VideoAmp, Case study: Healthcare Brand Captures Market Share with Conquering Strategy Across Linear and Digital. Campaign time period: July 2020.



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Leading home appliance brand Whirlpool utilized CTV insights to identify optimal publishers to increase unique reach and cost efficiencies

Challenge

- ▶ Looking to drive awareness, Whirlpool, utilized programmatic CTV to optimize reach, frequency and efficiencies across publishers

Solution

- ▶ Whirlpool launched an awareness campaign across over 50 curated CTV publishers via custom PMPs\*, utilizing Innovid as their video ad server and measurement provider

Target Segment

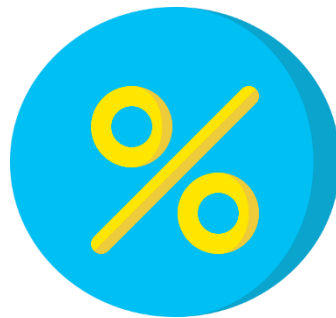
- ▶ Third-party Homeowner Audience Segment

Results

- ▶ Analysis found programmatic buys across multiple publishers (50+) can drive unique reach (87%) while maintaining low target average frequency (3.3X)
- ▶ Demonstrated how programmatic CTV could drive cost savings while improving ROI; campaign had lower overall cost-per-unique-reach, outperforming ANA study benchmark\*\* by 10%

Company / Platform / Media Type

- ▶ Innovid / Streaming Only / Connected TV (CTV)



87%

Unique Reach Percentage<sup>1</sup>



~26%

Unique Reach Efficiency<sup>2</sup>



+2.5%

Benchmark Reach of U.S. CTV Universe<sup>3</sup>



3.3X

Average Campaign Frequency<sup>4</sup>

Source: Innovid, Case study: *Innovid Insights Measures 87% Unique Reach Percentage for Whirlpool*. Campaign time period: 4/1/2021 – 5/30/2021. 1. Unique Reach Percentage: The total number of unique or distinct households (only) reached during the campaign, displayed as a percentage. This included 3rd-party audience segments targeting homeowners. 2. Unique Reach Efficiency: A publisher overall efficiency in reaching unique households against delivered impressions. \*\*3. Benchmark Reach of U.S. CTV Households: Benchmarks are Innovid-ANA's *State of Connected TV 2021 Report*. 4. Average Campaign Frequency: The average number of times a single household was exposed during the campaign. \*Private marketplace.





A specialty dermatology drug brand used machine learning optimizations to grow verified patient reach and improve cost efficiencies

Challenge

- ▶ A specialty dermatology drug brand wanted to raise awareness by growing verified patient reach while quantifying the efficacy and efficiency of Connected TV (CTV) and online video (OLV) to inform ongoing media mix strategies

Solution

- ▶ Targeted patient modeled audiences across CTV and OLV, and used DeepIntent OutcomesC optimizations to increase verified patient reach while reducing cost-per-verified-patient (CPVP)

Target Segment

- ▶ Cord cutters with a high likelihood to suffer from a specified skin condition

Results

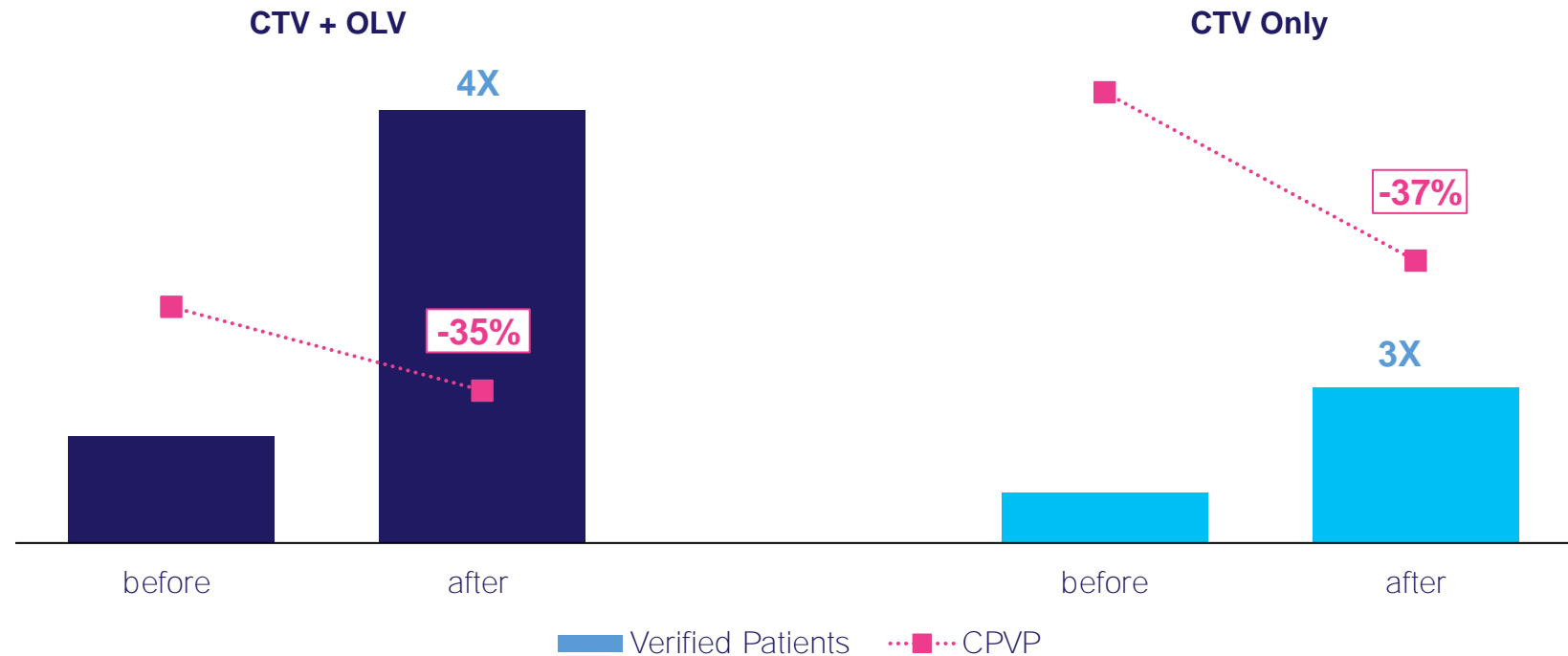
- ▶ Combined CTV and OLV campaigns achieved **4X** reach among verified patients while reducing CPVP **-35%**
- ▶ CTV-only campaign delivered **3X** verified patient reach and reduced CPVP **-37%**

Company / Platform / Media Type

- ▶ DeepIntent OutcomesC / Streaming + Multiscreen (non-linear) / Connected TV (CTV), Online Video (OLV)

Cumulative Campaign Performance

Before & after algorithmic optimizations



Source: DeepIntent, Case study: DeepIntent OutcomesC In-Flight Optimizations Grow Verified Patient Reach for Specialty Dermatology Drug. Campaign time period: February 2021 – May 2021.





Holiday décor brand Balsam Brands drove ROAS among shoppers 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

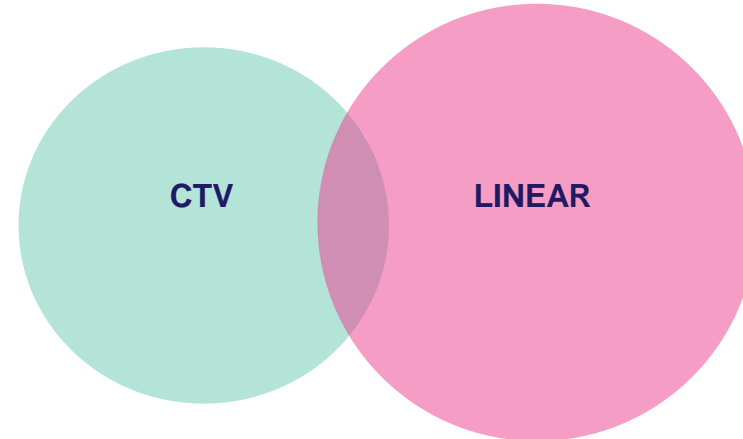
- ▶ Custom Audience Target

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

 <b>4.7M</b> households reached	 <b>35M</b> impressions	 <b>131K</b> responses from CTV
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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.





A specialty pharmacy drug brand utilized machine learning optimizations to grow **verified patient reach** and **maximize cost efficiencies**

Challenge

- ▶ A specialty pharmacy drug used to treat moderate-to-severe plaque psoriasis wanted to raise awareness by accelerating verified patient reach while maximizing efficiencies

Solution

- ▶ Targeted patient modeled audiences across Connected TV (CTV), online video (OLV), and display media using **DeepIntent's healthcare-specialized DSP and CTV Marketplace**
- ▶ Performance was optimized using DeepIntent OutcomesC **machine learning algorithms** that automatically adjust campaign parameters in-flight to maximize outcomes

Target Segment

- ▶ Individuals with a high likelihood to have a specified diagnosis and have also been prescribed the brand or specified competitive brands

Results

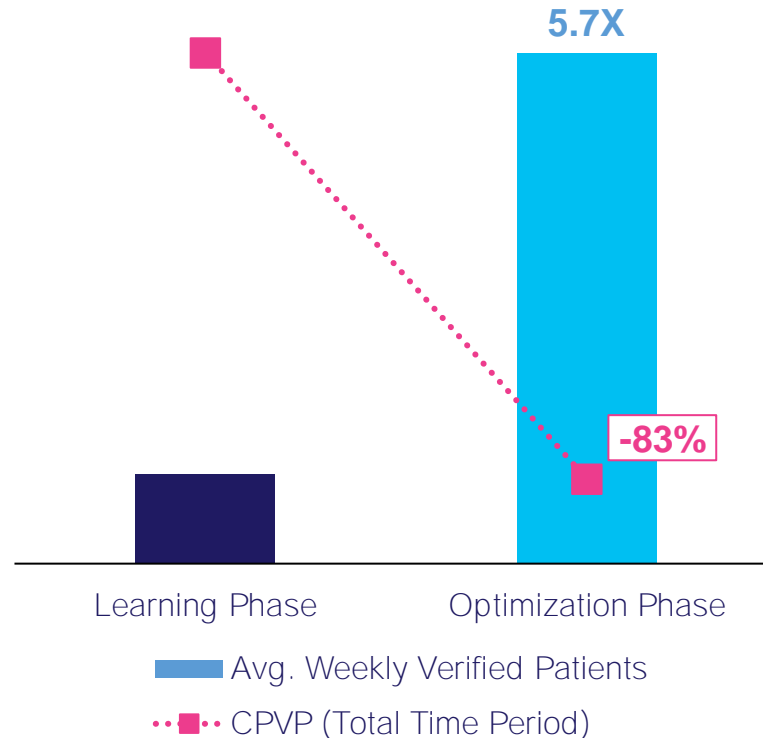
- ▶ Machine learning optimizations delivered **5.7X** average weekly verified patient reach while reducing cost-per-verified-patient (CPVP) **-83%**

Company / Platform / Media Type

- ▶ DeepIntent OutcomesC / Streaming + Multiscreen (non-linear) / Connected TV (CTV), Online Video (OLV), Display media

Total Campaign Performance

Impact of machine learning optimizations

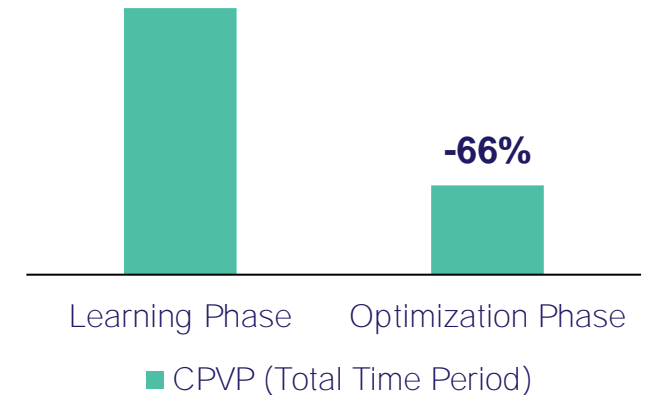


Algorithms auto-optimize all campaign parameters in-flight, including inventory



Partner Spotlight

Impact of optimizations on CPVP



Source: DeepIntent, Case study: DeepIntent OutcomesC Machine Learning Optimizations Maximize Verified Patient Reach and Efficiency for Plaque Psoriasis Drug. Campaign time period: December 2020 – June 2021. 'CPVP' = cost-per-verified-patient.



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A financial advertiser **extended reach beyond linear TV** activity via a geo-targeted streaming campaign

**Challenge**

- ▶ Financial brand wanted to extend reach beyond its traditional TV campaign while reinforcing its message among light TV viewers and maintaining its existing budget

**Solution**

- ▶ A geo-targeted streaming campaign was added to the advertiser's existing TV campaign, delivering its message within similar premium, long-form content
- ▶ Bottom 1/3 of households based on total viewing were defined as "light TV" viewing households to measure success

**Target Segment**

- ▶ A25-64

**Results**

- ▶ Campaign delivered **+10%** more households and increased frequency **+29%** (4.0x to 5.2x) with even greater results seen among "light TV viewer" households

**Company / Platform / Media Type**

- ▶ Effectv / 'Effectv Streaming'\* + Multiscreen TV / Linear TV, Connected TV (CTV), STB VOD, Mobile & Web

**Incremental Benefits From Streaming**

**Total Campaign**



**"Light TV" Viewing Households**



Source: Effectv, Automotive Case Study. Based on analysis of Effectv Streaming advertising campaigns (2021). Campaign time period: January 2021. This analysis is based upon aggregated ad exposure data of viewing by Comcast households. Comcast households with a pay TV service representing the bottom 1/3 of TV viewing were defined as "Light TV viewing households". \*Effectv Streaming\* consists of premium, mostly long-form video across multiple devices including Connected TV (CTV), set-top-box VOD (STB VOD), mobile and web.





A furniture brand used cross-channel insights from a local streaming campaign to ensure **incremental reach of the right audience** at an **optimal frequency**

**Challenge**

- ▶ A furniture brand wanted to increase unique reach in local markets within a 10-mile radius & extend their media investments by targeting advanced audiences on digital mediums

**Solution**

- ▶ Measured to establish a baseline in the first 4 weeks of the campaign to understand audience composition per unique local market & tactic across channels
- ▶ Activated custom suppression segments to remove **households that were exposed to the brand's linear** campaign messages
- ▶ Optimized campaign tactics and strategy in-flight, leveraging a combination of CTV and 3-screen activation to validate the use of suppression segments for **driving incremental reach across the brand's digital** buy

**Target Segment**

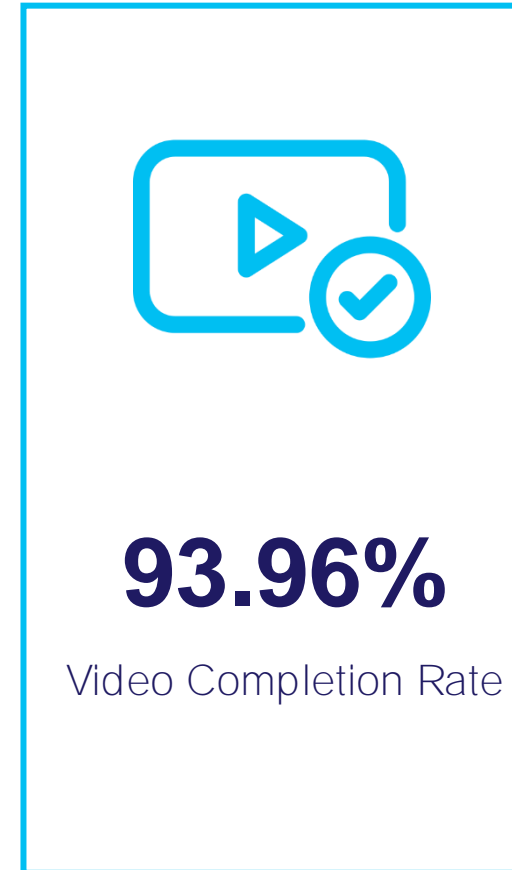
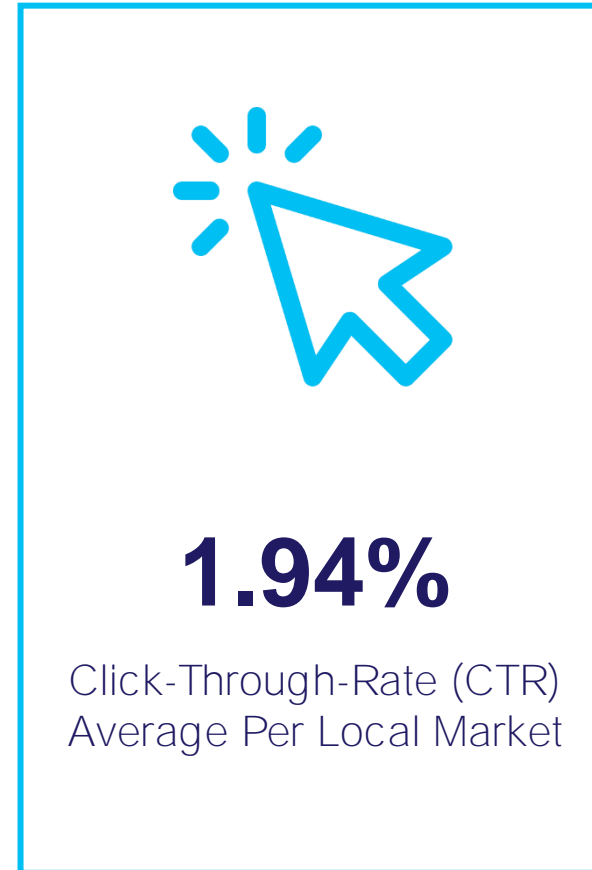
- ▶ Custom in-market target audience at local level

**Results**

- ▶ VideoAmp measured **1.9MM** incremental users and garnered a **1.94%** click-through-rate (CTR) average per local market and a **93.96%** video completion rate

**Company / Platform / Media Type**

- ▶ VideoAmp / Streaming + Multiscreen (non-linear) / OTT



Source: VideoAmp, Case study: *Furniture Brand Finds Comfort in Reaching Cross-Channel Local Audiences*. Campaign time period: August 2020.





A geo-targeted, audience-based campaign drove **website traffic** for an automotive brand

### Challenge

- An auto brand sought to efficiently maximize reach and drive website traffic with an audience-based, cross-platform campaign

### Solution

- An audience-based TV campaign ran across 41 networks, with 70% of impressions running outside primetime
- Enhanced with 20% of overall investment in a targeted streaming campaign to support and expand overall reach
- Entire campaign was geographically targeted to the area where majority of sales originated

### Target Segment

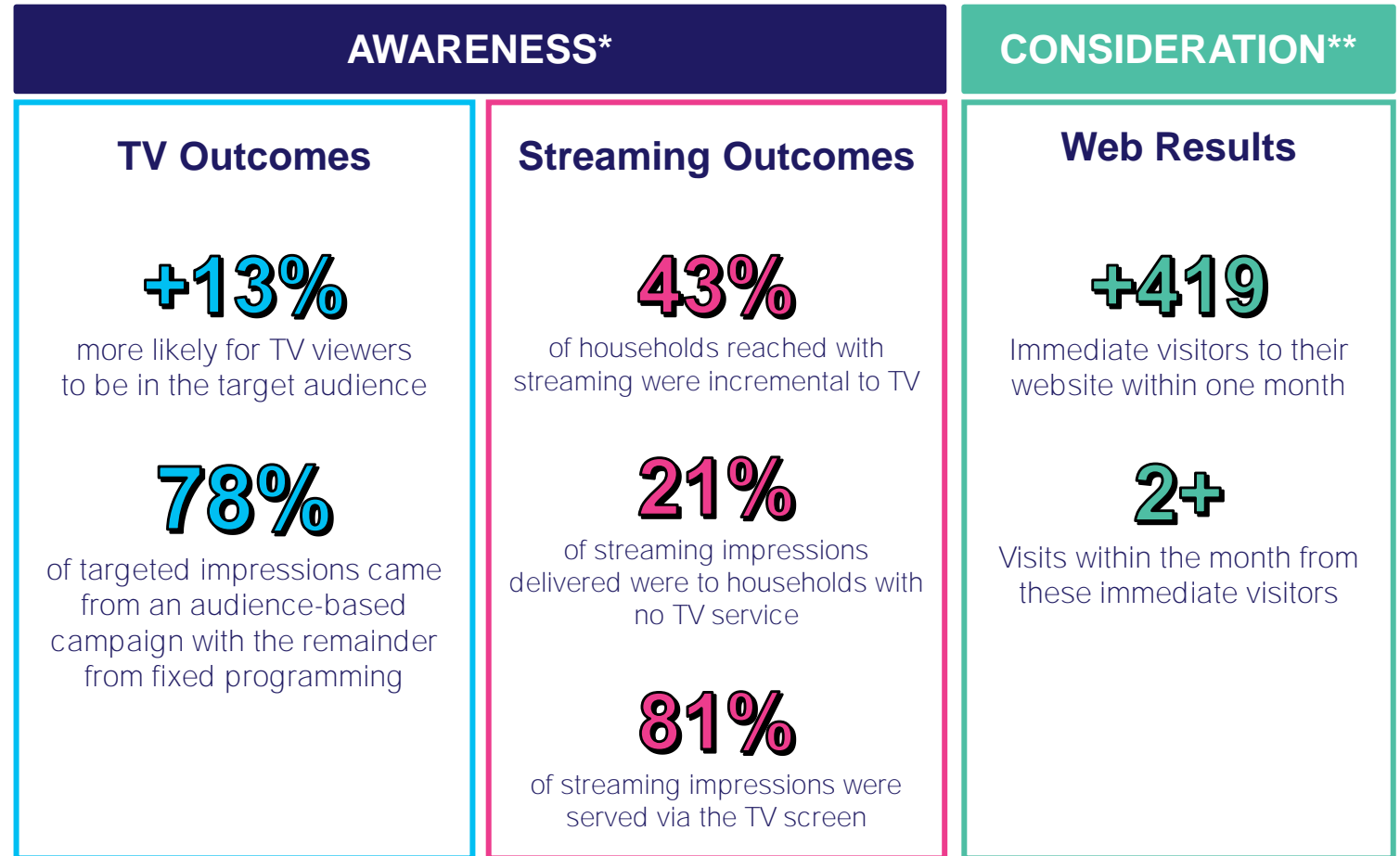
- In-market for new vehicles

### Results

- Nearly half (**43%**) of households reached via streaming were incremental to TV. Campaign also generated a positive impact on website traffic, **increasing immediate visitors to brand's website +419** in one month

### Company / Platform / Media Type

- Effectv / 'Effectv Streaming'\* + Linear TV / Linear TV, Connected TV (CTV) STB VOD, Mobile & Web



Source: Effectv, Automotive Case Study. Based on analysis of Effectv Streaming advertising campaigns (2021); Web site results provided by TVSquared analysis. Time period: February 2021. \*The "Awareness" portion of the analysis consisted of aggregated ad exposure data of viewing by Comcast households. \*\*The "Consideration" portion of the analysis consisted of third-party web site evaluation by TVSquared; Immediate visitors are defined as additional (above pre-determined baseline) web site visitors occurring within 30 minutes of a cable TV ad airing. \*Effectv Streaming' consists of premium, mostly long-form video across multiple devices including Connected TV (CTV), set-top-box VOD (STB VOD), mobile and web.





A national retailer realized the impact of regional TV and streaming campaigns on driving website traffic and sales through cross-screen campaign insights

**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**

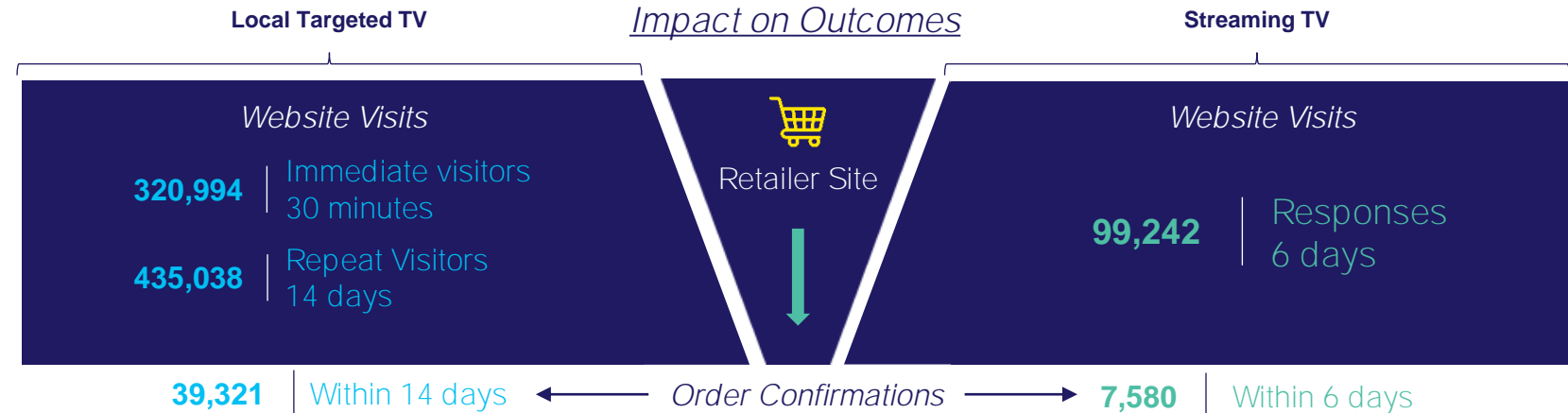
- ▶ A25-54

**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 geo-targeted multiscreen campaign with tailored creative had a **direct impact on sales** for a local Ford dealership

Challenge

- ▶ A local Ford dealership was looking to expand their primary customer base and conquest sales from competitive dealerships in a geography 20+ miles south of their location

Solution

- ▶ Spectrum Reach developed new creative with new relevant, targeted messaging to use in a multiscreen campaign aimed at Ford customers
- ▶ In partnership with Experian and IHS Markit, Spectrum was able to isolate exposed / unexposed viewers to measure the direct impact of the campaign on business outcomes

Target Segment

- ▶ Ford Car & Truck Buyers

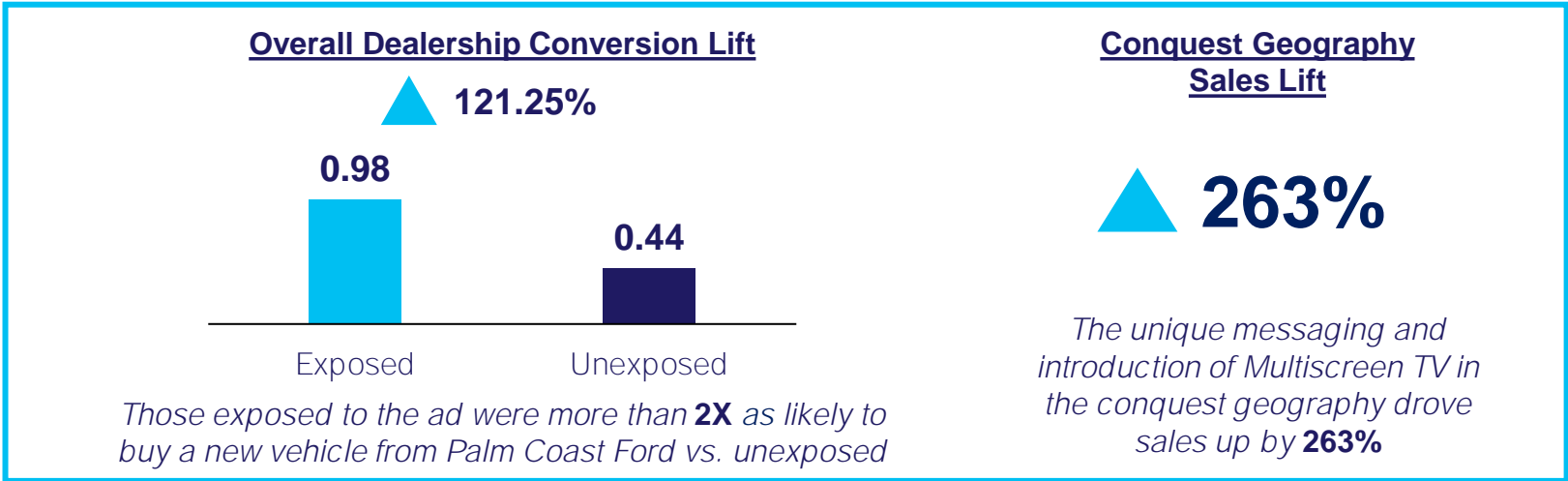
Results

- ▶ **Reach:** A total of **94,975 HHs** were exposed to a Ford Dealer Commercial
- ▶ **Sales:** Exposed homes bought a total of **185 cars** – essentially, 1 car sold for every 500 homes exposed to an ad
- ▶ **Scale:** Spectrum HHs accounted for **61%** of all Palm Coast Ford sales for the 3-month time period. Among that group, **80%** were exposed to the ad

Company / Platform / Media Type

- ▶ Spectrum Reach / Streaming + Multiscreen / Linear TV, streaming TV and addressable online video, display and search

Overall Dealership Multiscreen Impact



Source: Spectrum Reach, Custom Case study: How Campaign Attribution Made Palm Coast Ford, a Believer in Multiscreen Media. Data partners: Experian, IHS Markit. Campaign time period: Dec 14, 2020 – Feb 28, 2021. Traffic, Leads and Sales based on purchased made by exposed HH within 90 days of exposure. Conquest: sales during Oct-Dec 2021 compared to Jan-Apr, 2021.



# What You'll Learn...



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How can I **drive in-store traffic** with streaming?

8

How can I **use interactive ad units** to motivate consumer action?

## Category:

## Beverages (Sparkling Water)



Using audience-based OTT targeting, a sparkling water brand **boosted their consideration** and **overall image** among consumers

## Challenge

- ▶ A disruptor in the flavored sparkling water category wanted to drive consideration for their brand and position themselves as an icon of “real”

## Solution

- ▶ Brand partnered with NBCU on a digital sponsorship of an NBC primetime scripted program that aligned thematically with the messaging and tone of brand’s creative
- ▶ Amplified campaign with audience targeting against a sparkling water competitive set across NBCU’s O&O short-form and FEP content

## Target Segment

- ▶ Sparkling Water Custom Target

## Results

- ▶ Campaign generated **+51%** higher brand consideration and **+42%** higher purchase intent with an overall positive boost to brand perception

## Company / Platform / Media Type

- ▶ NBCU / Streaming Only / OTT (Desktop & Mobile)

## Impact on brand KPIs



**+51%** higher brand consideration



**+42%** higher purchase intent

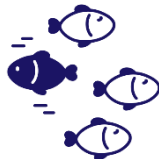
## Impact on brand perception attributes



**+31%** higher agreement the brand “**made with real squeezed fruit**”



**+32%** higher agreement the brand “**a premium beverage brand**”



**+32%** higher agreement the brand “**stands out from other beverage brands**”

Source: NBCU, Beverages (Sparkling Water) Case Study. Campaign time period: Q2 2019.

**NBCUniversal**



An online fitness app leveraged an addressable audience-targeted streaming campaign to increase familiarity, consideration and website traffic

Challenge

- ▶ A leading online cycling and running virtual training app wanted to drive brand impact and website traffic for their app on a global scale

Solution

- ▶ Using addressable advertising, powered by AdSmart, an audience-targeted campaign was launched to reach cycling audiences refined for each market across NBCU + Sky
- ▶ Targeted impressions were delivered dynamically through set-top boxes internationally and through NBCU's FEP content across O&O CTV apps, STB VOD, and Hulu in the U.S.

Target Segment

- ▶ Cycling Custom Target

Results

- ▶ Campaign generated significant brand awareness, internationally and in the U.S., including lift in familiarity, visitation rates and consideration intent

Company / Platform / Media Type

- ▶ NBCU + Sky / Streaming + Multiscreen / NBCU O&O apps on Connected Devices, NBCU on Hulu (CTV, Desktop, Mobile), NBCU STB VOD, Sky STB VOD

Global brand metrics across Germany, U.K. and U.S.

**+100%**

lift in **unaided ad recall**

**+39%**

lift in **brand familiarity**

**+24%**

lift in **brand favorability**

**+19%**

lift in **consideration intent**

**+14%**

lift in **recommendation intent**

Global impact on website traffic U.S.

**+141%**

lift in **site visitation rate**

**+113%**

lift in **click rate to account creation page**

**+146%**

lift in **click rate to subscription page**

Source: NBCU, Fitness Case Study. Campaign time period: Q4 2020 - Q1 2021. FEP = full episode player.

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A QSR brand drove **incremental visitation** through a convergent, audience-based campaign

## Challenge

- ▶ A QSR brand sought to bring awareness to a new product offering and drive in-store visits through a convergent, audience-based campaign

## Solution

- ▶ ViacomCBS' as-run and impression-level delivery data, combined with Foursquare's location data & attribution methodology, enabled measurement of incremental foot traffic compared to concurrent non-targeted inventory

## Target Segment

- ▶ High Value QSR Custom Target

## Results\*

- ▶ Vantage-targeted inventory exceeded Foursquare's performance benchmarks, driving greater reach and in-store visits, with 1:1 environments yielding the most significant impact

## Company / Platform / Media Type

- ▶ ViacomCBS Vantage, Foursquare / Streaming + Multiscreen / Linear TV, STB live linear addressable and VOD, EyeQ\*\* [CTV/OTT (desktop, mobile)]

### Vantage-targeted campaign drove.....

#### Target Segment Delivery:

Campaign achieved a **38%** gain in impressions delivered in target segment vs. vs non-targeted concurrent buy

#### Incremental Visits:

Across all platforms, Vantage inventory drove a statistically significant lift of **4.3%**

#### Increased Store Visitation:

Vantage cross-platform campaign outperformed non-targeted media by more than **7x**

#### Better Performance Than Category Benchmarks:

Overall campaign performance exceeded Foursquare's omnichannel campaign behavioral lift benchmark by **+50%**

### 1:1 exposure yielded most significant impact

1:1 environments\*\*\* delivered **24%** lift in target segment reach

Vantage live linear addressable & targeted OTT media together drove **34%** lift, a **10x** increase over linear alone, and **3x** over the non-targeted digital media campaign.

Source: ViacomCBS, Attribution case study: *ViacomCBS and Foursquare show increased media impact by measuring multi channel campaign*. Segmentation source: MRI-Simmons. Attribution partner: Foursquare. Optimizer: ViacomCBS' Vantage (proprietary). Comparable benchmarks: non-targeted media on same platforms. Campaign time period: Q3 2020. \*Total campaign delivered 87% cost efficiency on incremental visits, with streaming showing the greatest efficiency. \*\*Encompasses Pluto TV and all ViacomCBS O&O apps including CBS All Access. \*\*\*1:1 environments: STB live linear addressable and VOD, CTV, OTT.

**VIACOMCBS**

Category:

Tax Services



Utilizing audience-based OTT strategies, a tax services provider **drove tax filing conversion rates** for both their online services and retail locations

**Challenge**

- ▶ A leading tax services provider wanted to improve conversions for their services online and in their retail locations

**Solution**

- ▶ Using addressable advertising, powered by AdSmart, an audience-targeted campaign launched aiming to reach a custom competitor **target modeled from the client's 1st-party data** across NBCU
- ▶ Targeted impressions were delivered dynamically **as viewers watched NBCU's FEP content across** their O&O CTV apps, STB VOD, and Hulu

**Target Segment\***

- ▶ Custom lookalike target modeled from client 1<sup>st</sup> party data made up of retail tax filers and online/DIY tax filers

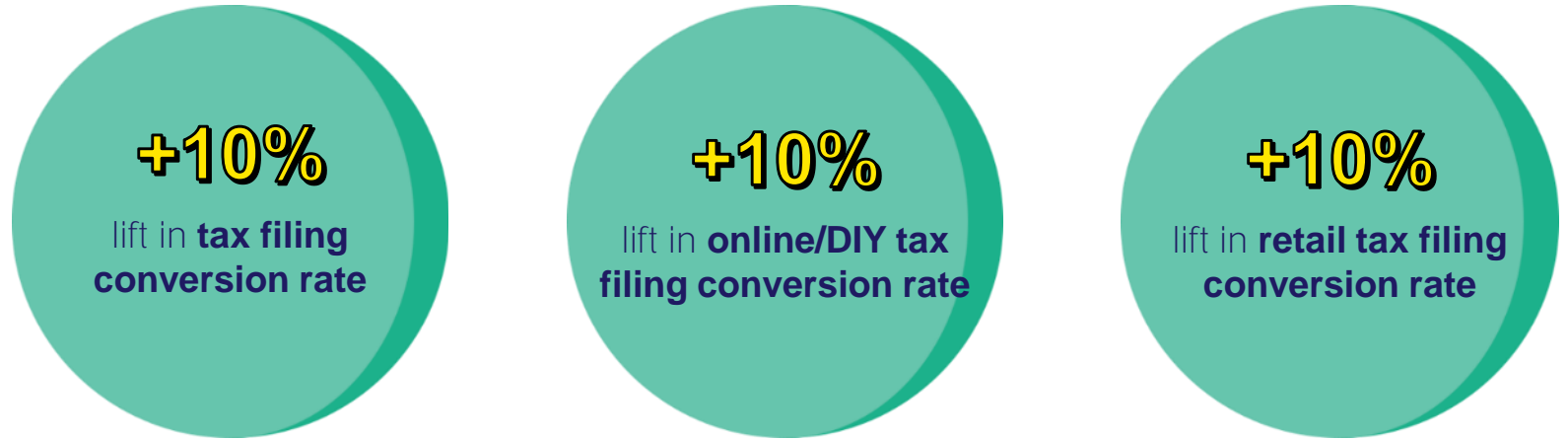
**Results**

- ▶ Campaign drove lift for tax filings overall, delivering lift in conversion rates and more efficient costs-per-conversion

**Company / Platform / Media Type**

- ▶ NBCU / Streaming & Multiscreen / NBCU O&O apps on Connected Devices, NBCU on Hulu (CTV, Desktop, Mobile), NBCU STB VOD

**Overall lift for tax filings**



**2020 campaign results vs. 2019 campaign results**



Source: NBCU, Financial (Tax Services) Case Study. Campaign time period: Q1 2020. \*Based on TransUnion data.

**NBCUniversal**

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Audiences exposed to interactive ad units saw 3x lift in purchase rate for a QSR brand's cross-screen campaign

Challenge

- A QSR brand looked to drive sales through personalized messages prompting user engagement

Solution

- Hulu delivered selected audiences GatewayGo ads. These interactive units allow viewers to engage through personalized message prompting users to open a push notification, email or scan a QR code
- Campaign was delivered & measured in collaboration with Hulu, a credit card transaction partner and a data connectivity platform

Target Segment

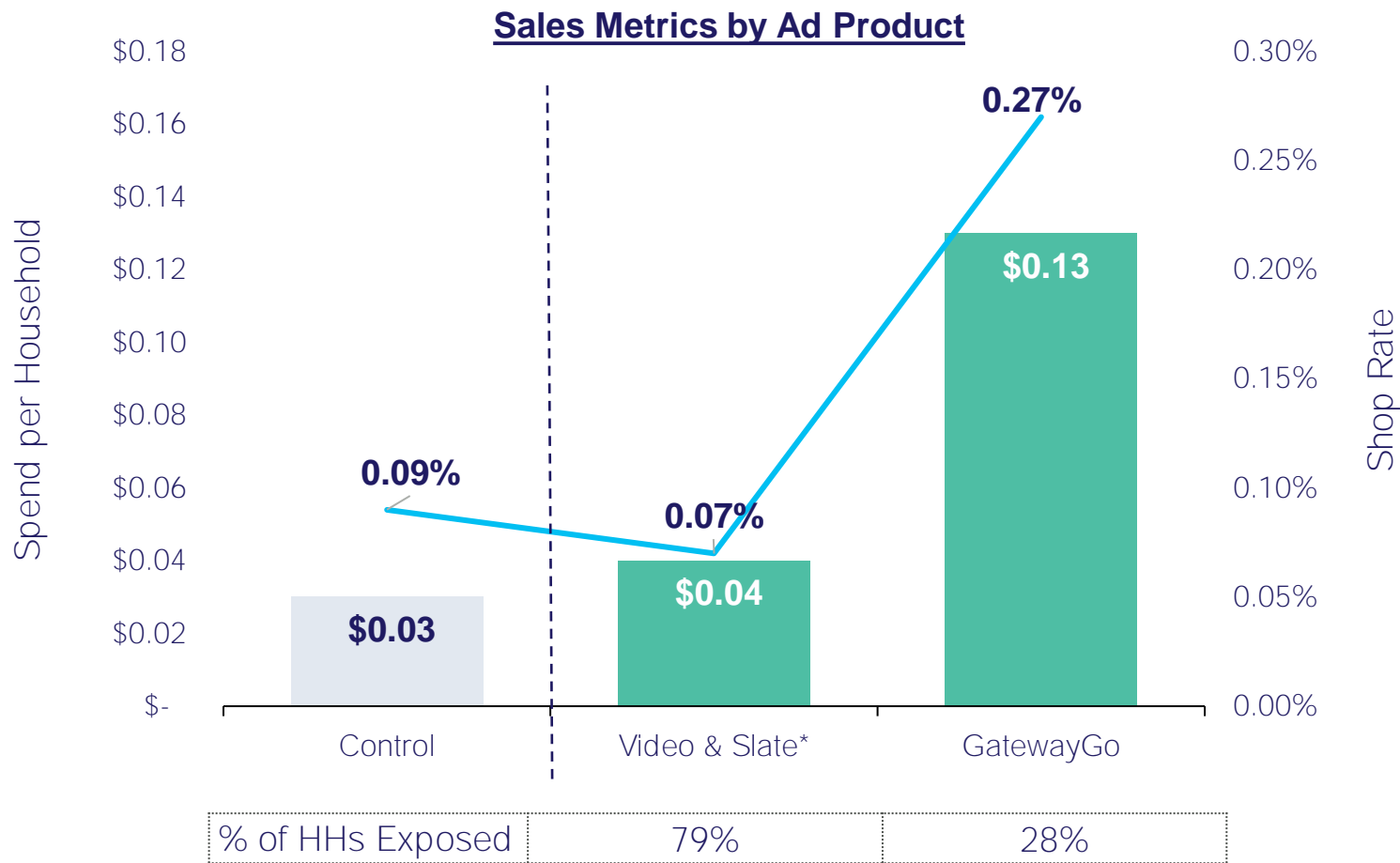
- A18-49 across 5 DMAs

Results

- Hulu viewers exposed to the GatewayGo unit showed heightened responsiveness to campaign and drove a **0.27%** shop rate and a high average household spend of **\$0.13**

Company / Platform / Media Type

- Hulu / Streaming + Multiscreen / Connected TV (CTV), Desktop, Mobile



Source: Hulu, GatewayGo Case Study, Q2 2020. Campaign length: 2 months. \*A slate is a branded title card that appears before video creative.



# **Eight best practices** marketers are using in their video streaming campaigns to drive brand success

**Leverage data to create custom target(s) and discover new audiences**

**Implement an audience-based buying approach**

**Embrace OTT across platforms and devices to maximize reach**

**Tailor creative to deliver the right messaging to the right audiences**

**Utilize geo-targeting to reach best prospects**

**Partner with trusted measurement companies to evaluate campaign performance**

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

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

# Creators

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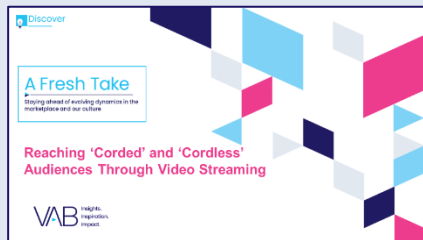
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Reaching 'Corded' and 'Cordless'  
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Success Stories Highlighted Through Real-World Case Studies



**Five Fast Facts**  
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**Untangling Terminology Within Streaming**



**A Sea Change in Video Viewing**  
Helping Marketers Find More Fish in the Streaming Ecosystem



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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).