



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





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

In these Marketer FAQs, you will find **real-world guidance** on **common questions** marketers have when developing streaming video campaigns.

In this Marketer FAQ series, you'll find answers to these often-asked questions on the impact of streaming video



1

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

2

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

3

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

4

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

Click [here](#) to download the other pieces in this series



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.



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

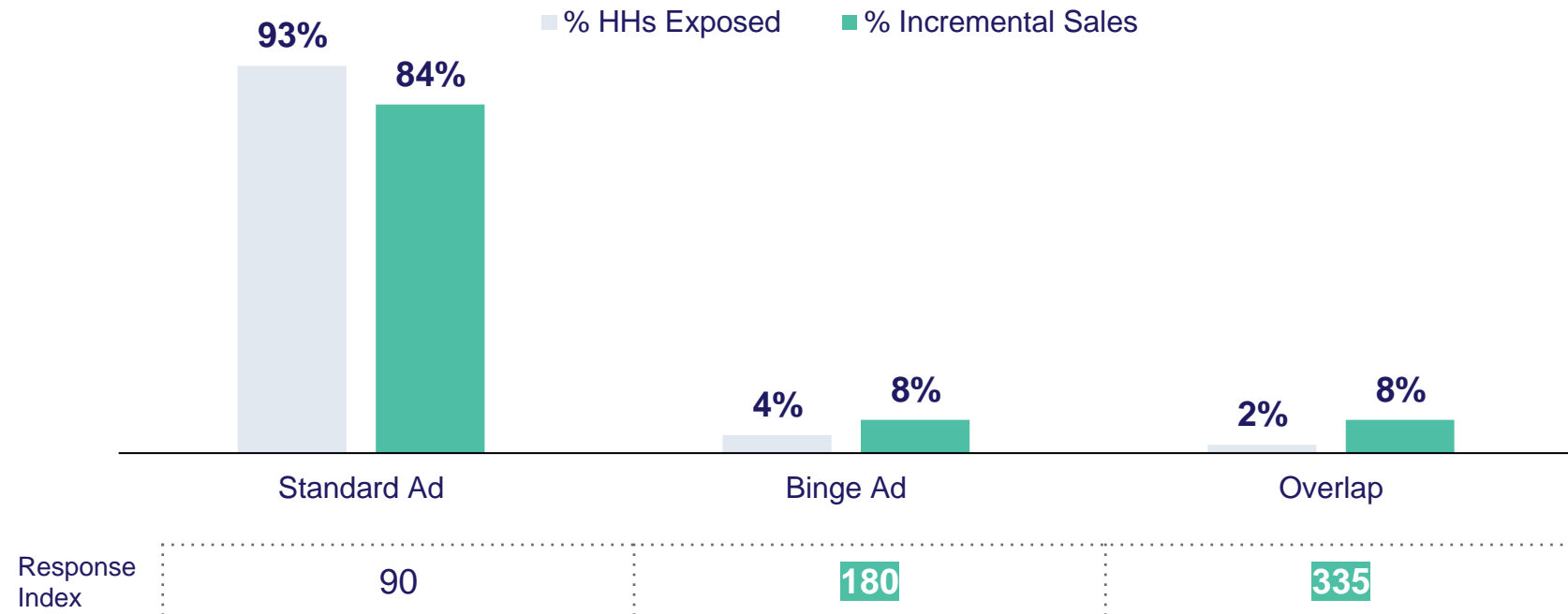
Results

- 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

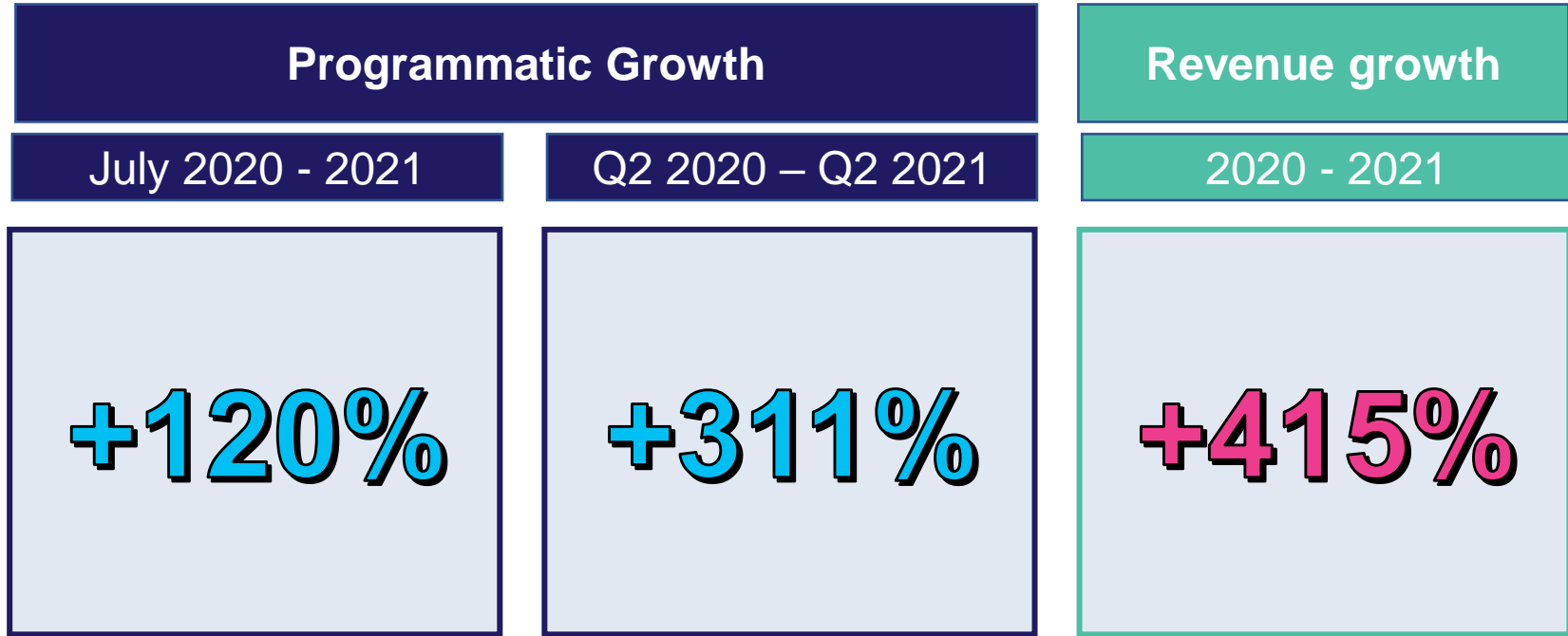
- ▶ Magnite’s demand facilitation specialists worked with AMC Networks to grow revenue & generate new business by leveraging platform tools and educating advertisers about AMC’s premium inventory and improving overall campaign performance

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.





Interested in more?

Download [Stream On](#) for the full **23 case studies** across **15 product categories**



View this [webinar](#) to learn the **8 best practices** marketers employ when creating successful streaming campaigns



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.**

Curious to learn more about VAB? Check out this [quick video](#) to see what we do and how we can help you develop business-driving marketing strategies.