

A woman with dark hair and glasses is looking intently at a computer screen. The background is filled with blurred lines of code in various colors (blue, green, orange). The overall lighting is dim, with the screen providing the primary light source. The image is overlaid with a dark blue triangle on the left and a light blue triangle on the bottom right.

## Case Study Corner

# Tech & Telco Category

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

# 7 Tech & Telco 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



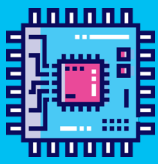
## How Multiscreen TV drives Awareness

### 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)



# An optimized test campaign led to significant reach for a consumer electronic (DTC) brand

## Challenge

- ▶ Looking to increase awareness and attract new customers, a DTC consumer electronics brand sought to optimize their existing OTT campaign to ensure new households were being targeted

## Solution

- ▶ TVSquared (Innovid) optimized the brand's publisher mix, heavying up where net new impressions were available and determining the ideal frequency (between 4-6x/mo), driving better ROI and minimizing waste

## Target Segment

- ▶ Households unexposed to other publishers

## Results

- ▶ By optimizing delivery and frequency by focusing on unique audience reach, "wasted" impressions were reduced and household reach was boosted 35% per month

## Company / Platform

- ▶ TVSquared / OTT



1 → 9

New publishers added over 6-month period



+150%

Increase in OTT ad spend in 2<sup>nd</sup> half 2020 by advertiser after testing OTT in early 2020



+35%

Increase in net new HHs reached per month



Source: TVSquared, Case study: *Extending Audience Reach with OTT*. Flight duration: August 2020-Jan 2021.



# DIRECTV utilized a pause ad campaign to successfully drive an increase in brand recall and a decrease in brand rejection

## Challenge

- A wireless telcom brand sought to understand the effectiveness of an emerging ad format, pause ads, and drive key brand health metrics.

## Solution

- 13-week pause ad campaign

## Target Segment

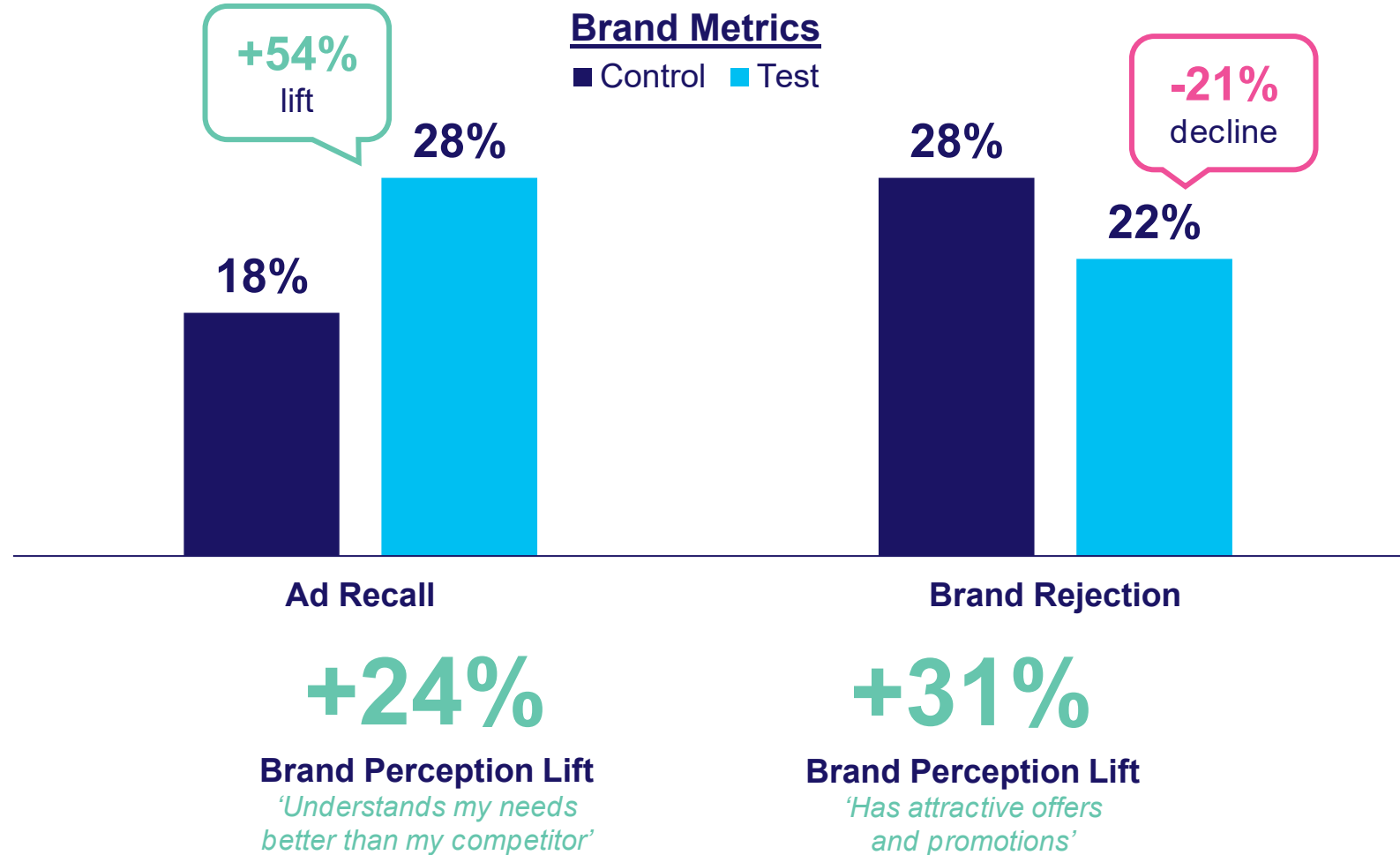
- HHs who pause content on DIRECTV and DIRECTV STREAM

## Results

- The pause ads campaign drove an increase in ad recall and a decrease in brand rejection
- The campaign also strengthened association with brand ideas based on increased endorsements for multiple key brand attributes

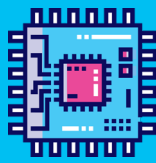
## Company / Platform

- DIRECTV / Linear TV, OTT



Source: DIRECTV, Case study: *Pause Ads Telco Wireless Brand*. Camp flight: 9/23/20 – 12/27/20. 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 ad. Data used from Kantar for brand health study.





# A tech brand worked with DISQO to prove the value and impact of its cross-platform campaign on its brand health metrics

## Challenge

- A technology brand needed to prove the ability of their cross-platform campaign to impact brand perception metrics

## Measurement Innovation

- The brand leveraged DISQO's *Brand and Outcomes Lift* solution to prove their campaign's impact across a variety of attitudinal and behavioral metrics
- They were able to do this by comparing "exposed" and "un-exposed" groups developed by DISQO

## Target Segment

- P18+

## Learnings

- The analysis showed how each ad media platform played a role in generating significant lifts across a variety of brand perception KPIs

## Company / Viewing Source / Media Type

- DISQO / Linear TV, Online Display and Video (including Mobile and Desktop Social)

## Campaign Results Overview

Audiences were **2.3x**

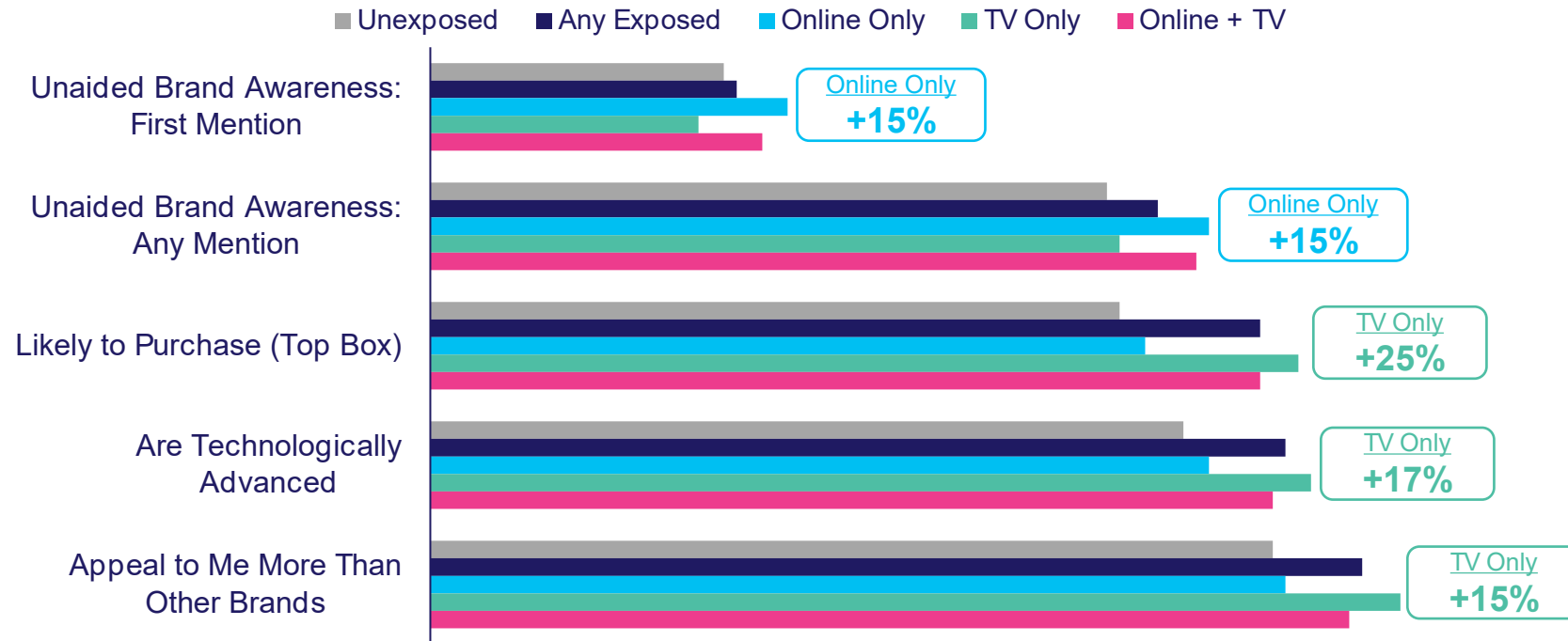
More likely to search for the technology after campaign exposure

Social Audiences were **+36%**

More likely to purchase the client's products

### KPI Impact Over Un-Exposed by Top Platform

Across all attitudinal, perception & persuasion metrics.



Source: DISQO, Case study: *Technology Case Study*. Campaign dates: Q4 2019.





# DIRECTV enabled an addressable + pause ad campaign for a wireless provider to drive lifts across key brand attributes like **brand awareness, ad recall and purchase intent**

## Challenge

- ▶ To generate growth and maintain stability of a wireless provider's brand metrics in market

## Solution

- ▶ 13-week addressable and pause ads media campaign

## Target Segment

- ▶ All eligible HHs in hyperlocal zip codes that are not current customers

## Results

- ▶ The campaign achieved increases in unaided awareness, aided brand awareness, ad recall and nearly all brand attributes
- ▶ Including pause ads with the addressable campaign increased the campaign's target reach by **5%** while the two formats worked cohesively to generate growth and maintain stability for the remaining brand metrics

## Company / Media Type

- ▶ DIRECTV / Addressable TV

# +170%

**Brand Metrics**  
TV Ad Awareness  
(recall vs. do not recall)

# +113%

**Brand Metrics**  
Likelihood to Switch  
(recall vs. do not recall)

# +72%

**Brand Attributes**  
Provides Good Value  
(recall vs. do not recall)

# +63%

**Brand Attributes**  
Understands My Needs Better Than My Competitors  
(recall vs. do not recall)

# +17%

**Brand Favorability**  
Pause Ads Exposure  
(target vs. control)

# +12%

**Aided Brand Awareness**  
Pause Ads Exposure  
(target vs. control)

# 8.8x

**Campaign Norms**  
Unaided Brand Awareness  
(target vs. norm)

# 5.8x

**Campaign Norms**  
Purchase Intent  
(target vs. norm)

Source: DIRECTV, Case Study: *Addressable + Pause Ads for a Telecom Wireless Provider*. Analysis conducted within DIRECTV footprint. 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. Data used: Advertiser first-party data, third-party data & Kantar.



# 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)



# An internet technology company partnered with Samba TV to find efficient ways to drive **site traffic**

## Challenge

- ▶ A major internet technology company sought to understand how their TV and digital campaigns drove their site traffic, as well as which screens and which creative units had the most impact

## Measurement Innovation

- ▶ To show the impact of the campaign on driving site traffic, Samba TV uses their *Online Conversion Measurement* to analyze lift compared to their *Synthetic Control Group Methodologies*

## Target Segment

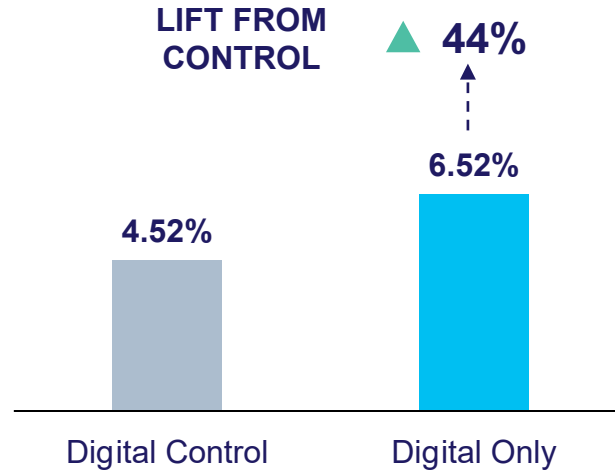
- ▶ A35-64

## Learnings

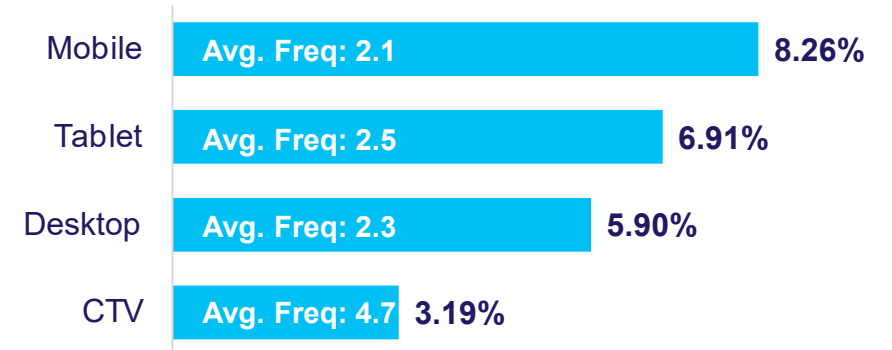
- ▶ The analysis provided conversions\* by screen so that the brand could optimize by device for future campaigns. Mobile ads showed the strongest conversion rate, driving the most audience to visit the website
- ▶ The analysis allowed the brand to optimize by creative unit, revealing that the :15 second units outperformed the longer TV creatives. This has the potential to reduce the brand's production costs and increase efficiency in future

## Company / Viewing Source / Media Type

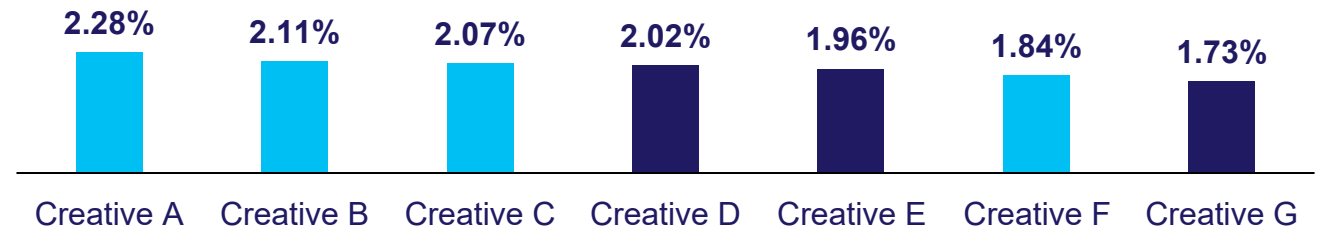
- ▶ Samba TV / Automated Content Recognition (ACR) & Pixel Tags / Linear TV, CTV, Online Video



## Conversion by Device Exposed



## Conversion by TV Creative Ad Name



15s ads

30s ads

Source: Samba TV, Internet Technology Case Study. Campaign time period: November 2020 – December 2020.  
\*Website traffic / visits.





# 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)



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.



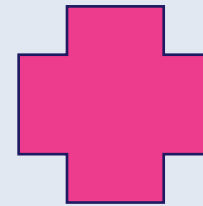
# How Multiscreen TV drives Full-Funnel Outcomes



## 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.)





# Onewheel leveraged a convergent TV strategy to reach an incremental audience and drive lower funnel outcomes

## Challenge

- ▶ Following a live YouTube event product launch, electric skateboard brand Onewheel wanted to increase awareness and ultimately drive purchases for a new product line using a comprehensive convergent TV strategy

## Solution

- ▶ The linear TV execution was designed to boost brand/product awareness and involved targeting sports events that aired following the YouTube event
- ▶ The CTV strategy focused on reaching a younger and more incremental audience to those being reached on linear TV
  - ▶ Executed an ad blitz on Hulu and other streaming publishers such as Discovery, Peacock and Paramount+
- ▶ For the second phase, Onewheel worked with Tatari to trigger conversions via programmatic retargeting ads on connected TV to reach viewers who had visited Onewheel's website but didn't make a purchase

## Target Segment

- ▶ Younger consumers and audiences incremental to linear TV for streaming portion of campaign
  - ▶ Hulu ad blitz: Adults 18 -49

## Results

- ▶ Onewheel was able to reach an audience incremental to linear with **72%** of the reach being exclusive to streaming

## Company / Media Type

- ▶ Tatari / Linear TV, Connected TV (CTV)



## Campaign Results



The streaming campaign allowed Onewheel to **reach an incremental audience to linear**, with **72%** of the reach being exclusive to streaming

The effort stayed close to the brand's typical efficiency goals while still scaling up and **increasing incremental sales**

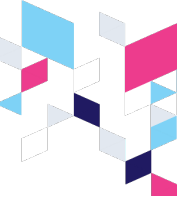
## KEY TAKEAWAYS

1. Optimization and retargeting tools have transformed TV, especially connected TV, into an **effective channel for driving sales**
2. **TV's increased addressability can be used for retargeting** by identifying people who have visited a website but not bought, and using connected TV ads to **move them toward conversion**
3. **Improved data streams and attribution techniques** ensure that **brands can measure the impact of TV campaigns** all the way to the cash register

Source: Tatari, 'Full Funnel Vision' immersive case study experience featuring Onewheel. Campaign time period: Fall 2021. [Read more about the campaign here.](#)



# Want more? VAB has a wealth of case studies across additional categories



**Business-to-Business (B2B)**



**Consumer Packaged Goods (CPG)**



**Entertainment & Tune-In**



**Financial Services & Insurance**



**Health, Wellness & Beauty**



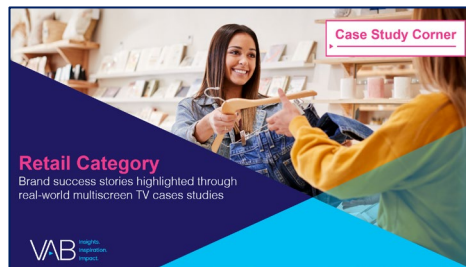
**Home**



**Pharmaceuticals**



**Restaurants**



**Retail**



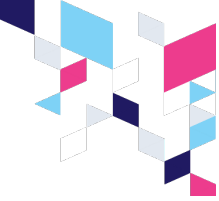
**Technology**



**Travel**

Access more case studies at [www.thevab.com](http://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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# 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.



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