



Transform

Impact in Action

Practical guidance from real-world marketing examples

2Q 2022 – Second Edition

Today's Innovations in Measurement

Real-world case studies from industry innovators

VAB Insights.
Inspiration.
Impact.



VAB Measurement
Innovation
Task Force



TV Measurement is critically important for marketers, and often holds the key to business growth.

However, keeping up with the ever-evolving complex ecosystem of innovative platforms, tools, devices and services can be challenging. To help navigate, the VAB, in collaboration with our Measurement Innovation Task Force, has produced ***Today's Innovations in Measurement***.

The focus of this **quarterly series** is on **case studies** - giving you real-world examples of how brands are successfully adding new ways of measuring their video campaigns to optimize and more effectively gauge success.

What You'll Learn...



- ▶ How brands are utilizing innovative, modern measurement approaches to maximize the effectiveness of their campaigns and achieve better outcomes
- ▶ Be inspired by the insightful analysis and learnings revealed in these *15 real-world examples* from across major product categories like Healthcare, Finance, and CPG
- ▶ Considerations as you evaluate and add new solutions to your measurement plans

See these case studies brought to life in **30-minute webinars**. Listen to industry leaders as they review their capabilities and case studies, as well as highlight key learnings. **You'll find inspiration and get a "behind the scenes look" at** how marketers are igniting brand growth through measurement.

[**Register Here**](#)

VAB Measurement
Innovations Series 

If you missed the Q1 edition, you can find it [here](#).
You'll find 13 case studies across product categories like Automotive, CPG, Healthcare and more.

In this second edition of our series, we showcase real-world case studies from eleven innovative measurement companies



comscore



tatari



DISQO

iSpot.tv



SAMBA TV

VIZIO

EDO



Upwave



MarketCast

Click the logos to go to each company's website homepage to learn more about their measurement solutions.

The case studies span over 10 major product categories, from Finance and CPG to Tune-in and Healthcare



Finance



Eyewear



Tune-in



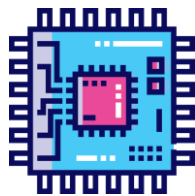
CPG



Entertainment



Carbonated
Beverage



Technology



Insurance



Pharma /
Healthcare



Beauty

8 Performance Objectives for Marketers:

Most marketers are seeking accurate measurement for one (or more) of the following:

Brand Perception

Targeting Optimization

**Frequency
Management**

Incremental Reach

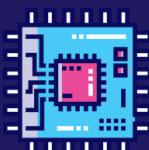
**Maximize Full-Funnel
Outcomes**

Website Traffic

Tune-In

**Online and Offline
Sales**

click on the objectives above to be taken to the relevant case studies



A technology brand worked with **DISQO** to prove the value and impact of its cross-platform campaign

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**

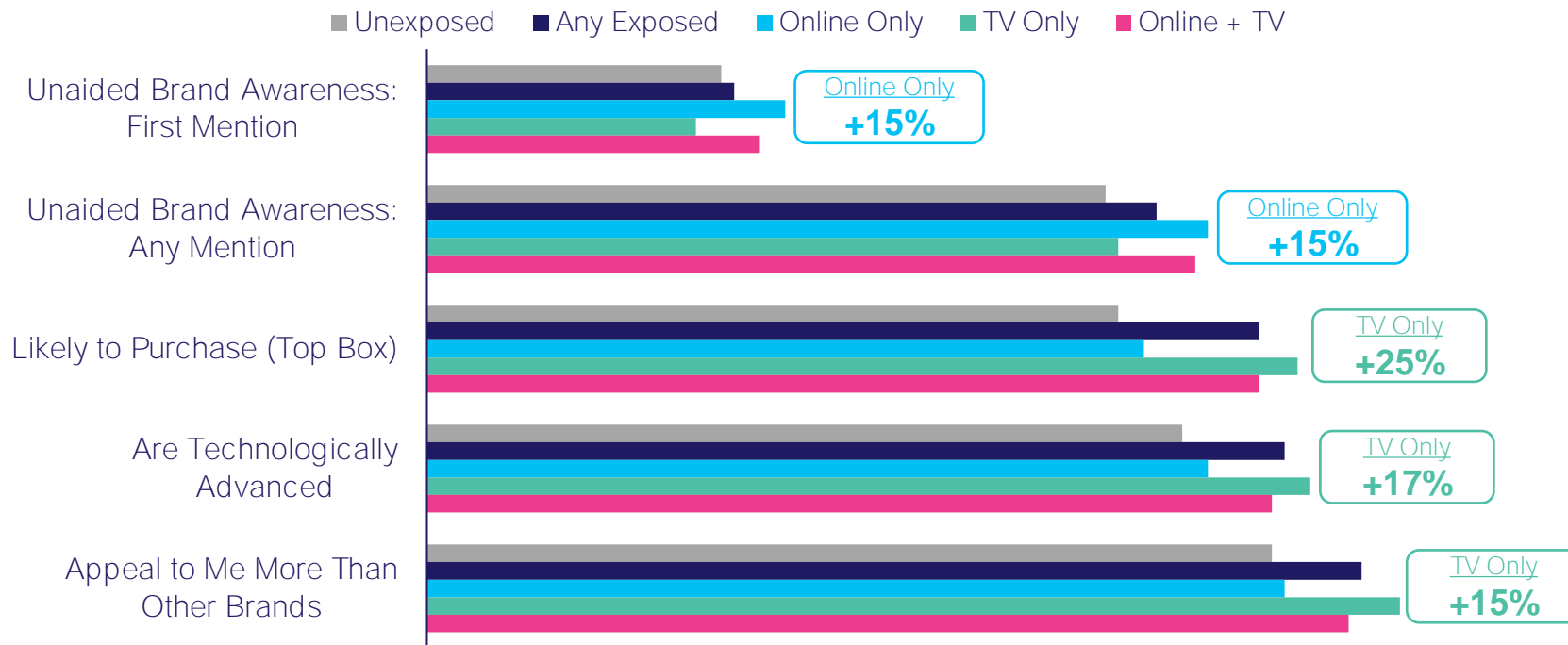
More likely to search for the technology after campaign exposure

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.





A beauty brand partnered with **Comscore** and **Univision** to quantify and drive brand perception

- 68%** of the Latino female segment aged 25-34 associate the beauty brand with hydrating skin
- 60%** of Latino social engagers recalled Univision’s premium branded content
- 96%** of the Latino female segment aged 25-34, exposed to Univision’s campaign expressed ‘more interest’ in beauty product brand
- 86%** of surveyed Hispanic audiences reported being more interested in the beauty product brand after seeing the Univision campaign

Challenge

- A beauty brand sought to improve its brand perception among core 25-to 54-year-old Hispanic/Latinx females

Measurement Innovation

- The brand ran a targeted branded content video campaign on Univision online platforms
- To quantify the lift in positive brand association, Univision employed **Comscore’s Social Media BrandLift**
- This survey-based solution delivers verified information on how the activated audience thinks and feels about the brand partner
- It also enables advertisers, publishers or influencer partners to measure industry-accepted, as well as bespoke KPIs across branded content campaigns

Target Segment

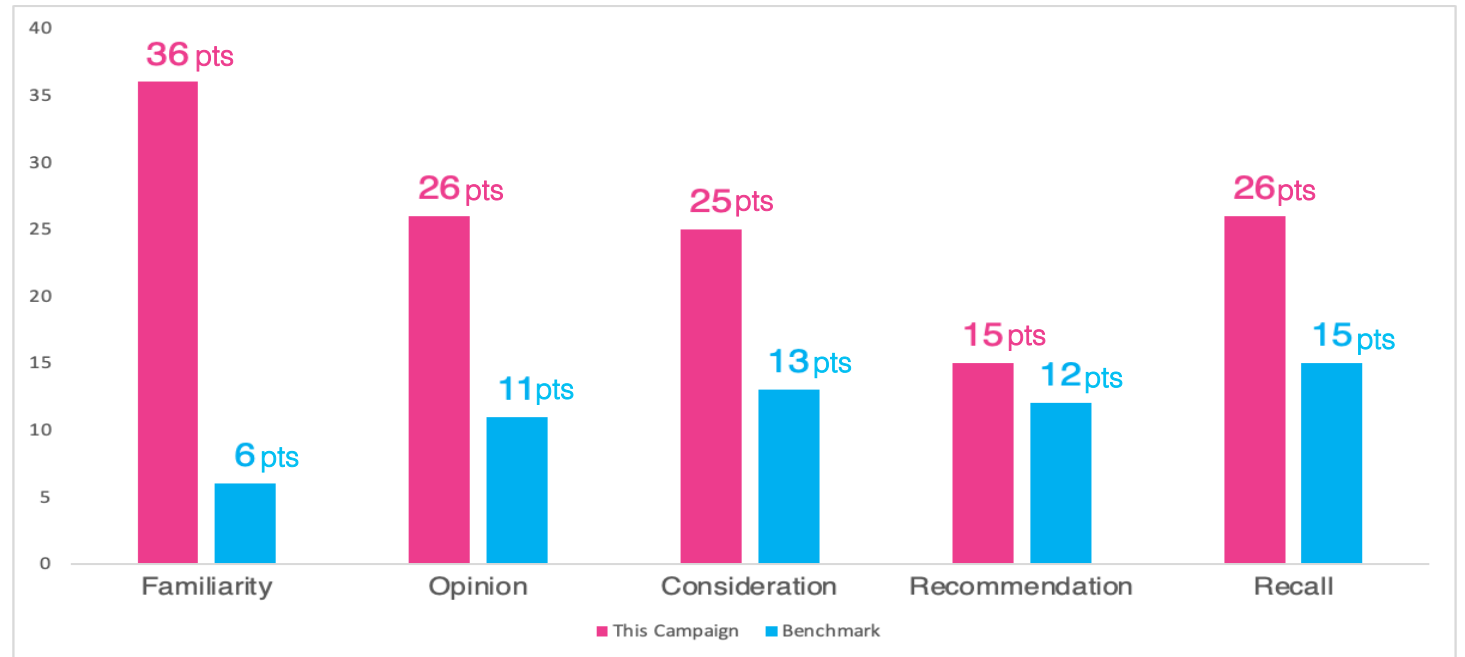
- Hispanic/Latinx Females A25-54
- Ethnicity included: 65% Mexican, 5% Puerto Rican, 4% Cuban, 25% Other

Learnings

- The brand was able to understand how the campaign:
 - Impacted positive brand sentiment across 5 areas, with double-digit increases across all metrics
 - Positively impacted key brand association metrics and recall among its key Latinx target

Company / Viewing Source / Media Type

- Comscore / Univision / Digital Video, Social Media



*Shareable’s Overall Survey benchmarks calculate the average percentage point change lifts from Non-Engaged to Engaged survey respondents across key survey questions (such as Recall or Purchase Consideration) for campaign assessment

Source: Comscore, Case study: *Blinded Beauty Brand*. Campaign dates: 10/15/21- 11/19/21.





A CPG company utilized **EDO's Behavioral Brand Power (BBP)** metric to better evaluate how its own brand health had an impact on its competitors

Challenge

- ▶ A CPG brand wanted to know how its brand health impacts its own and competitors' advertising results

Measurement Innovation

- ▶ EDO's Behavioral Brand Power (BBP) is a real-time brand health metric built on proprietary Share of Search (SoS) and Share of Voice (SoV) data
- ▶ BBP allows a brand to quantify its consumer interest (SoS) relative to its ad visibility in the marketplace (SoV)

Target Segment

- ▶ P2+

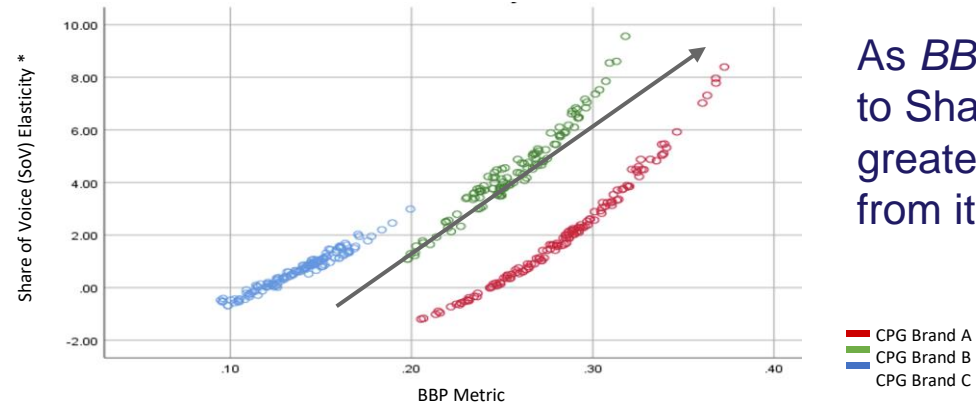
Learnings

- ▶ A five-year campaign with 237 billion imps illustrated that BBP is a strong measure and tracker of brand health
- ▶ Higher BBP insulates marketers to price competition and amplifies sensitivity to changes in media weight. Marketers who invest in their advertising generate positive ripple effects for the brand

Company / Viewing Source / Media Type

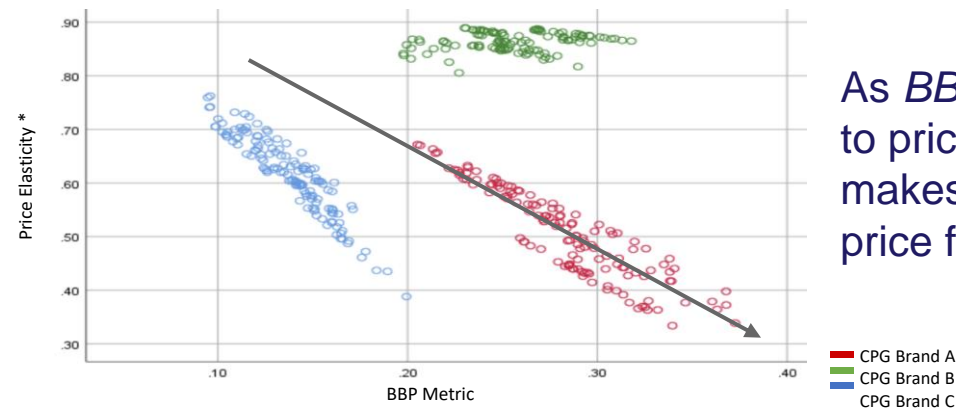
- ▶ EDO, Inc. / ACR, Google API / National Linear TV

SoV Elasticity vs. BBP



As *BBP* increases, a brand's sensitivity to Share of Voice increases – enabling greater consumer engagement impact from its media investment

Price Elasticity vs. BBP



As *BBP* increases, a brand's sensitivity to price changes decreases – which makes the advertiser more immune to price fluctuations

Source: EDO, Inc.. Campaign time period: March 2017 to March 2022.

* Price Elasticity is a measure of Share of Revenue's sensitivity to a change in Price Per Unit

* SoV Elasticity is a measure of Share of Revenue's sensitivity to a change in Share of Voice





Challenge

- ▶ A major healthcare company sought to understand how their CTV campaign drove brand perception metrics across key audiences, with a focus on brand awareness and action intent

Measurement Innovation

- ▶ Pairing Samba TV's ACR viewership measurement with Lucid's *Brand Lift* tool allows for deeper insights into campaign impact on awareness and consideration
- ▶ Using Lucid's *Propensity Matched Control Methodology*, Samba TV created an unexposed control group to measure campaign lift among those who were exposed to the advertising

Target Segment

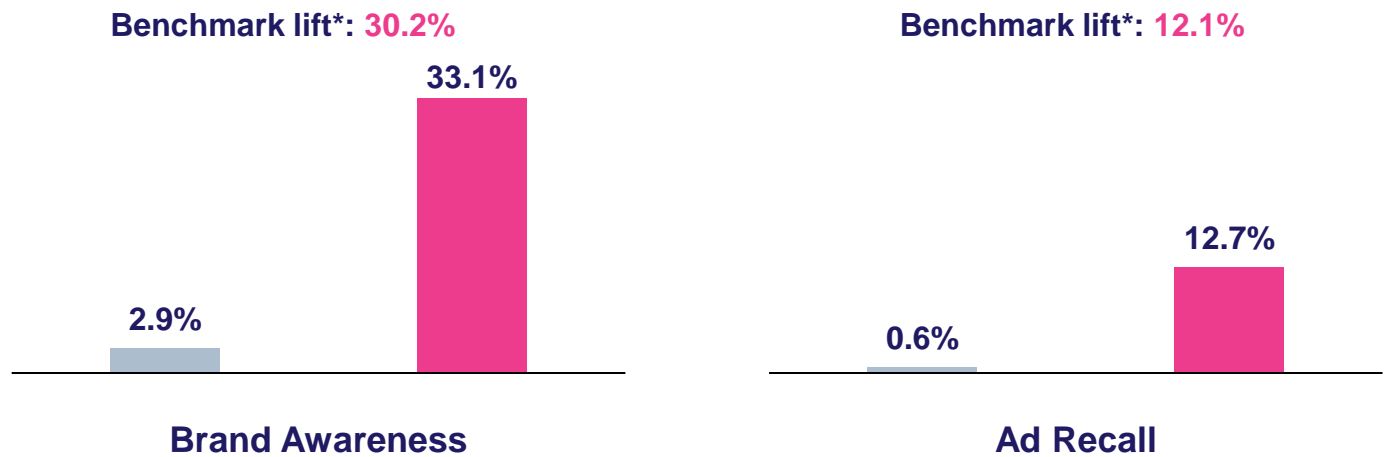
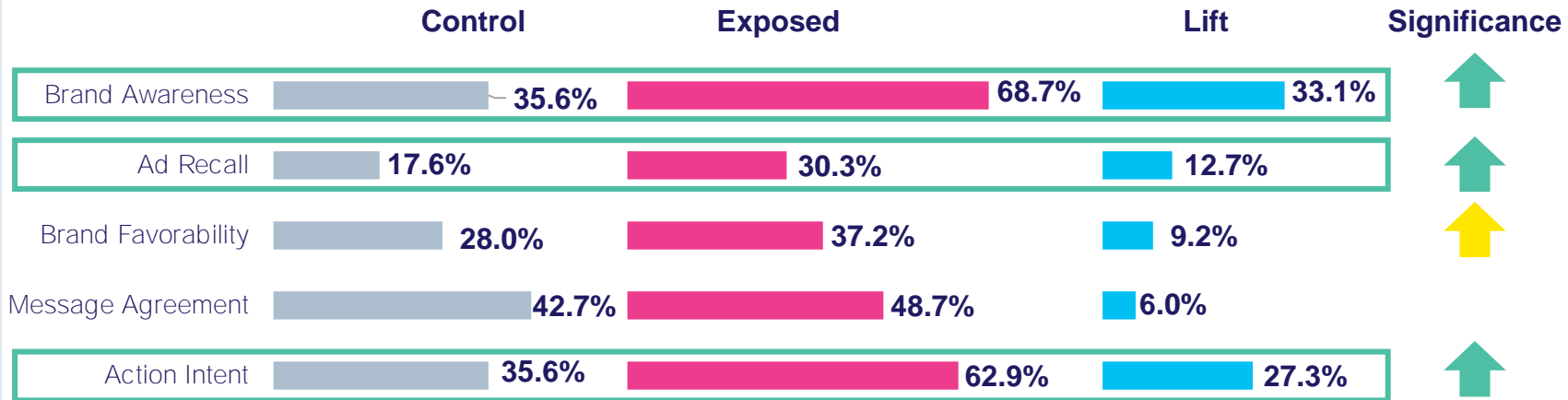
- ▶ A25+ including light TV-viewing cohorts, parents, African Americans & Hispanics

Learnings

- ▶ The brand was able to determine campaign impact across 5 key brand perception metrics and compare to benchmarks. They saw lift in 4 out of 5 metrics, including brand awareness, ad recall, and action intent
- ▶ The analysis revealed which target groups were most responsive, allowing for future target refinement. Key demographic groups (male, 25-54) responded best to the CTV Messaging

Company / Viewing Source / Media Type

- ▶ Samba TV & Lucid / Pixel Tags / CTV



Source: Samba TV, Healthcare Case Study. Campaign time period: October 2021 – December 2021. *Benchmarks are provided at a category level from Brand Lift partner Lucid.





A DTC Health Tech brand partnered with **Tatari** to identify optimal ad frequency for streaming campaigns

Challenge

- ▶ A Health Tech brand running local streaming campaigns had ad frequency concerns (over-serving ads to the same viewers). It sought to uncover the optimum frequency in order to expand its reach and increase lower-funnel metrics

Measurement Innovation

- ▶ Tatari analyzed the impact different ad frequencies have on response and conversion rates
- ▶ *Net Funnel Efficiency* (response rate x conversion rate), was used to identify the optimal weekly and daily frequency caps that should be put in place to drive lower-funnel impact

Target Segment

- ▶ Streaming audiences that are incremental to linear TV DMA targets

Learnings

- ▶ As a result of frequency implementation, the brand **was able to increase the reach of its campaign by 95%**, more effectively distributing impressions with the same budget
- ▶ From a cost perspective, the brand saw a 65% reduction in Cost Per Website Sign-Up after implementing the above-mentioned caps

Company / Viewing Source / Media Type

- ▶ Tatari / Streaming Platform / CTV

Overview Of Results for the Campaign



+65%

Reduction in Cost Per Website Sign-Up after implementing frequency caps



+95%

Increase in reach with impressions spread further with frequency caps

Source: Tatari, Case study: *DTC Health Tech Case Study*. Campaign dates: Q2 2020- Q2 2021.



A financial services brand partnered with **MarketCast** to drive incremental reach and website conversions

Challenge

- ▶ A DTC financial services company sought to increase its reach of younger consumers in order to drive more website conversions of its online tax services platform

Measurement Innovation

- ▶ MarketCast partnered with a CTV seller to reach a younger audience
- ▶ To ensure results were not inflated by current customers or repeat visitors, MarketCast implemented its own certified web pixel that only fired for new conversions, not repeat visitors
- ▶ To evaluate the impact of their campaign, using a third-party data segment, MarketCast built a custom synthetic control group of likely buyers who were unexposed to the campaign

Target Segment

- ▶ All Household Product Intenders

Learnings

- ▶ The brand was able to accurately quantify the impact the CTV campaign had on new conversions, seeing a 3x lift vs. those unexposed to the advertising

Company / Viewing Source / Media Type

- ▶ MarketCast / Smart TV ACR / Linear and OTT

Overview Of Results for the Campaign

3x

Lift in conversions amongst targeted A18-29 product intenders vs. unexposed

21%

Incremental reach of product intenders through CTV vs. linear TV

Source: MarketCast, Case study: *How a D2C brand used CTV to reach a non-linear intender audience*. Campaign dates: 04/04/20 – 06/05/20.





Insurance brand Amica used **iSpot.tv's Unified Measurement** tool to optimize and justify linear and streaming TV advertising

Challenge

- ▶ To justify their linear and streaming TV advertising, Amica needed deeper insight into conversion rates, creative performance and reach of their campaign

Measurement Innovation

- ▶ Using iSpot.tv *Unified Measurement*, Amica was able to measure
 - ▶ Deduplicated reach and conversion rates of linear compared to streaming ads
 - ▶ Granular performance measurement of various ad lengths and creatives
 - ▶ Reach and conversion rates across individual OTT publishers

Target Segment

- ▶ Any potential Amica customer

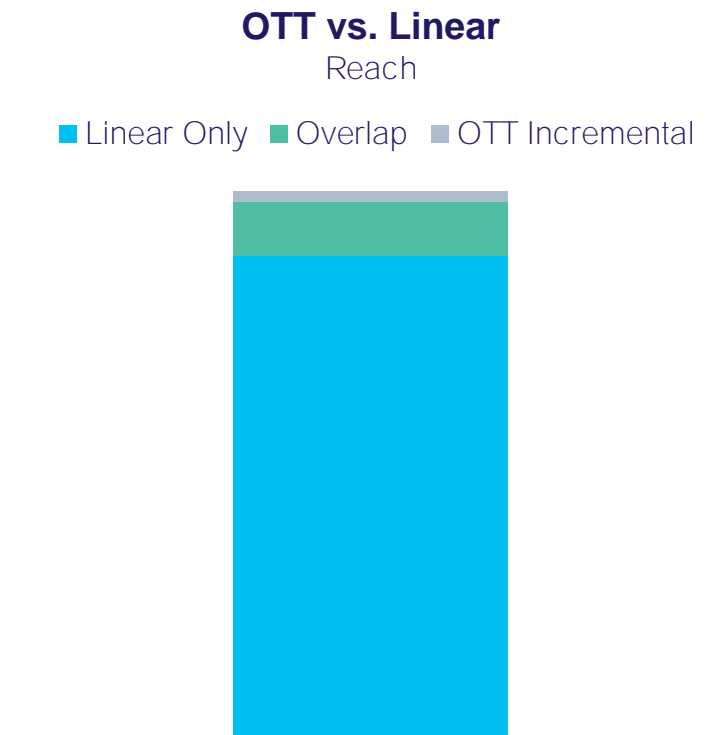
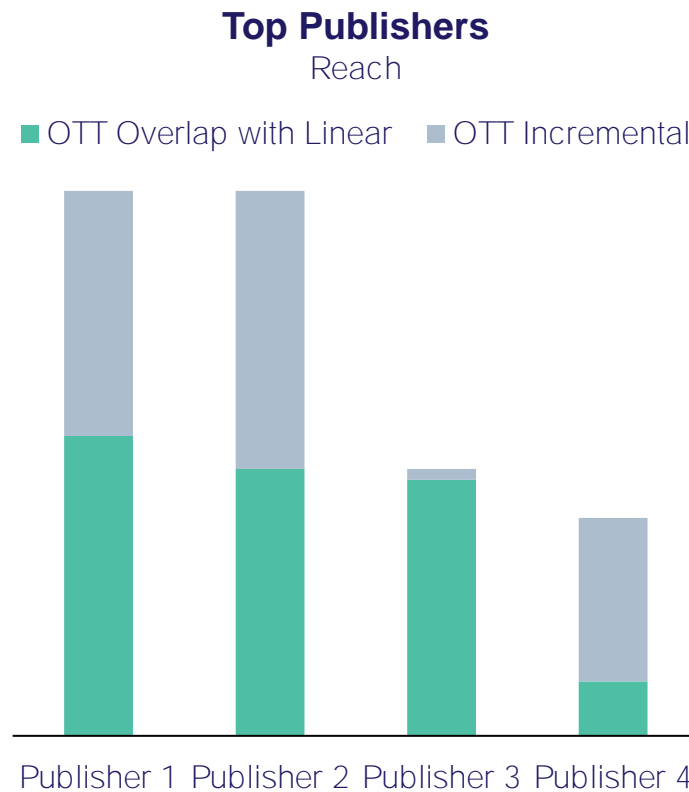
Learnings

- ▶ The analysis allowed for creative optimization, demonstrating that the :15 streaming ads were more effective at driving conversions
- ▶ Amica was able to use the analysis to more efficiently allocate between publishers
- ▶ Amica was able to evaluate performance of its streaming ad linear components, with streaming ads converting at a 6x higher rate

Company / Viewing Source / Media Type

- ▶ iSpot.tv / Smart TV / Linear TV / Streaming TV

Unified Measurement Publisher and Incremental Reach Example



Source: iSpot.tv, Case study: *Amica x iSpot.TV*. Campaign time period: Q4 2020.



Category:

Consumer Packaged Goods (CPG)



A CPG brand worked with **LiveRamp** to identify new audiences and increase campaign reach

Incremental Reach

Challenge

- ▶ A major CPG brand was experiencing diminishing offline sales for HH's exposed to ads 10+ times. This highlighted a need to reach new HHs and minimize waste

Measurement Innovation

- ▶ LiveRamp helped the brand identify opportunities to adjust spend and increase campaign reach
- ▶ This was done by suppressing heavily exposed homes across CTV and OTT. Those impressions were redirected to CTV households with little to no linear exposure to drive incremental reach

Target Segment

- ▶ All households

Learnings

- ▶ The CPG brand was able to drive incremental reach with unique HH reach increasing by 176% for the OTT/CTV campaign
- ▶ Through this analysis, they were able to determine their ROAS and what was driving it – ROAS was 86%, mostly driven by light/med TV HHs that were previously challenging to reach

Company / Platform

- ▶ LiveRamp, Data Plus Math (D+M) / Linear TV, OTT, Connected TV (CTV)

Campaign Results



More Reach

+176%

increase in unique HH reach



More Efficient

86%

ROAS

Source: LiveRamp, CPG brand case study. Campaign time period: Q1 – Q2 '21.


DataPlusMath



A leading retail eyewear brand partnered with Upwave to measure full-funnel performance

Maximize Full-Funnel Outcomes

Challenge

- ▶ A major retail eyewear brand sought to...
 - ▶ Increase awareness to further develop their customer base and capture market share
 - ▶ Understand what tactics, publishers, creative, target segment, etc. overperform or underperform in driving lift among key brand KPIs
 - ▶ Understand the impact of their brand investment in moving potential customers down the brand funnel

Measurement Innovation

- ▶ Upwave's *Brand Outcomes* capability measured brand lift and tied top of funnel to bottom of funnel outcomes
- ▶ The campaign measurement included a leading sports platform, multiple programmatic partners, and a variety of sports, news, entertainment and lifestyle cable networks, among others

Target Segment

- ▶ HHs, HHI \$100k+ and product-intenders

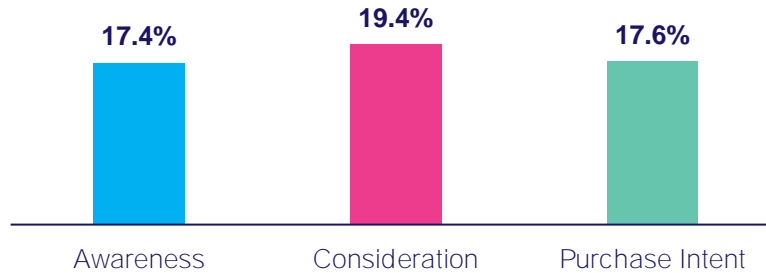
Learnings

- ▶ The brand was able to measure performance across full-funnel KPIs, seeing double-digit increases
- ▶ The brand was able to make campaign refinements with learnings on programming genres and creative executions

Company / Platform

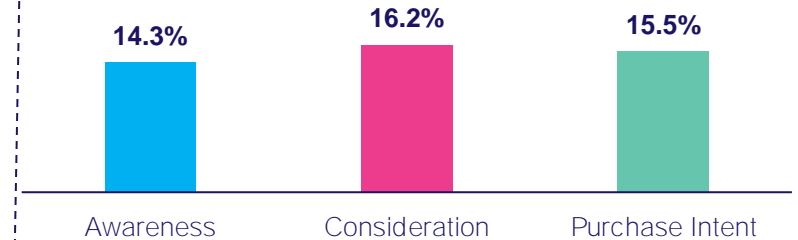
- ▶ Upwave / Digital Display, Connected TV, Linear TV

Increase in KPIs Using Behavioral Targeting



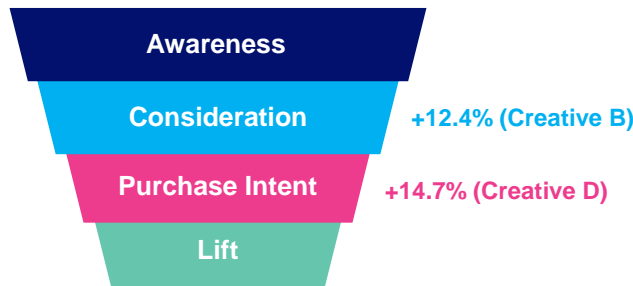
Behavioral targeting (past purchasers) saw increased KPI lifts in **Awareness, Consideration** and **Purchase Intent**, over Affinity and In-Market (likely purchasers) targeting tactics

Increase in KPIs Among \$100k+ HHI



The **highest lift across all KPIs was among an HHI \$100k** – giving the brand insight into audience appeal

Creative Concepts A-E lifted the Awareness KPI, but only Concept B and D moved customers down the brand funnel, seeing increases in Consideration and Purchase Intent



After looking into different program categories, the platform surfaced underperforming and overperforming genres, giving the brand the opportunity to reallocate dollars towards better performing genres



Source: Upwave, Retail eyewear brand case study. Campaign time period: Q3 – Q4 '21.



A financial services brand utilized **LiveRamp's** creative analysis to understand the impact of its high-profile sports sponsorships

Challenge

- ▶ A financial services brand wanted to quantify the impact of their high-impact linear TV sponsorships of a major sports league on website traffic

Measurement Innovation

- ▶ The brand leveraged LiveRamp to conduct a linear creative analysis across ongoing campaigns. This included billboards, tagged tune-ins and signage around the intermission aired through use of post-log reporting

Target Segment

- ▶ Non-customers

Learnings

- ▶ The brand was able to identify which sponsorship elements were driving the most website traffic. Intermission signage and voiceovers proved most successful, resulting in 60% of total site visits
- ▶ The brand attributed a 6% increase (vs. previous quarter) in new customer site visits to this sponsorship

Company / Platform

- ▶ LiveRamp, Data Plus Math (D+M) / Linear TV

Linear TV Sponsorship Drove...



60%

Of total site visits



+6%

Overall increase in new customer site visits compared to the previous quarter

Source: LiveRamp, Financial Services brand case study. Campaign time period: August – September 2020.



A major insurance advertiser used **VIZIO** and **Inscape** data to determine the incremental audience reached via VIZIO Ads and the effectiveness of digital ads in driving new users to its site

Challenge

- ▶ An insurance brand wanted to drive traffic to its website for quote requests

Measurement Innovation

- ▶ Ads were run through VIZIO's FAST service WatchFree+, as well as the AVOD ad inventory VIZIO Ads has with programming partners
- ▶ Inscape data was used to determine the brand's reach within linear environments as well as the incremental audience VIZIO Ads reached through digital media
- ▶ Web pixel was placed to tie on-site actions back to media exposure across both linear and digital environments

Target Segment

- ▶ P18+

Learnings

- ▶ The combination of Linear TV and CTV via VIZIO Ads drove the greatest conversion rate
- ▶ By adding CTV on top of linear TV, the brand was able to add incremental reach to their campaign

Company / Viewing Source / Media Type

- ▶ Vizio / VIZIO Ads / Linear and CTV

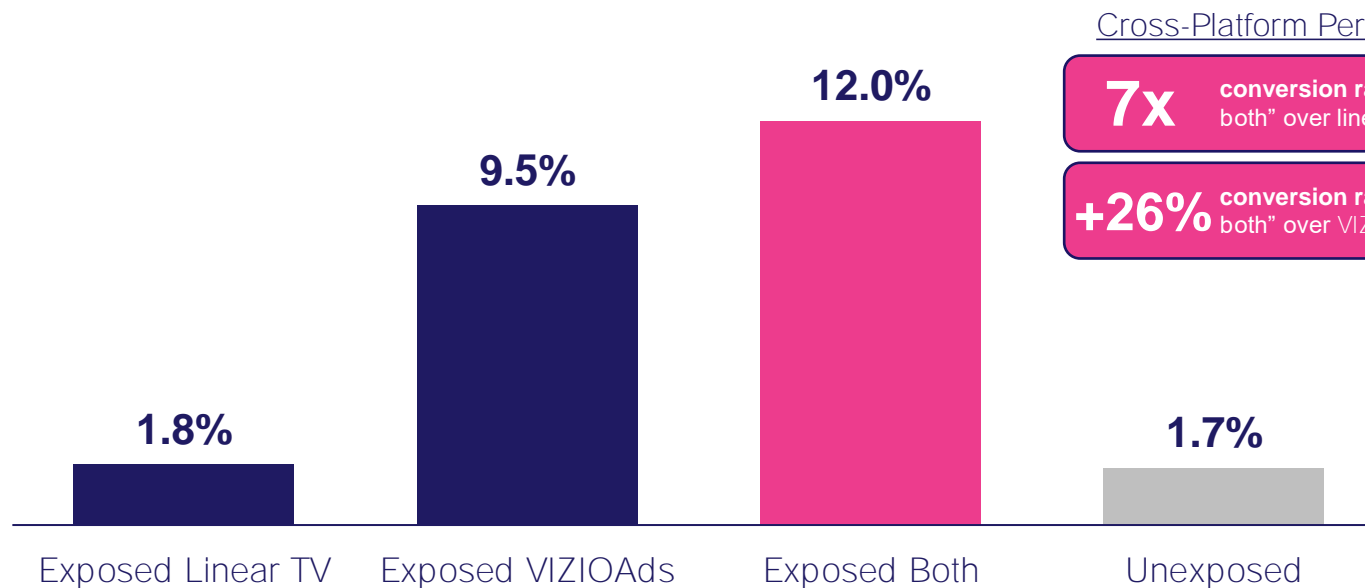
Campaign Results Overview



+12%

Incremental reach from VIZIO Ads when combined with linear TV

Conversion Rate by Platform



Cross-Platform Performance

- 7x** conversion rate of "exposed both" over linear alone
- +26%** conversion rate of "exposed both" over VIZIOads alone

Source: Vizio, Case study: *Blinded Insurance Site Conversion*. Campaign dates: Q2 2021.





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

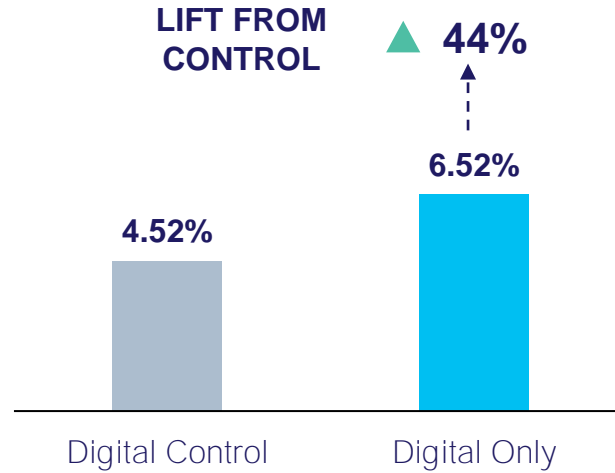
- ▶ A35-64

Learnings

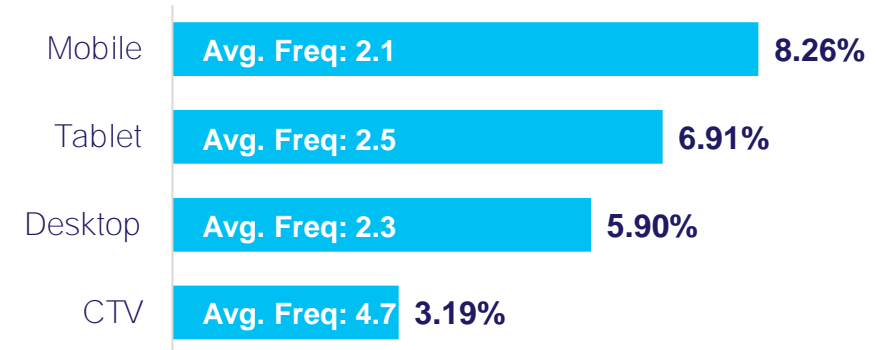
- ▶ The analysis provided conversions* by screen so that the brand could optimize by device for future campaigns. Mobile ads showed the strongest conversion rate, driving the most audience to visit the website
- ▶ The analysis allowed the brand to optimize by creative unit, revealing that the :15 second 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

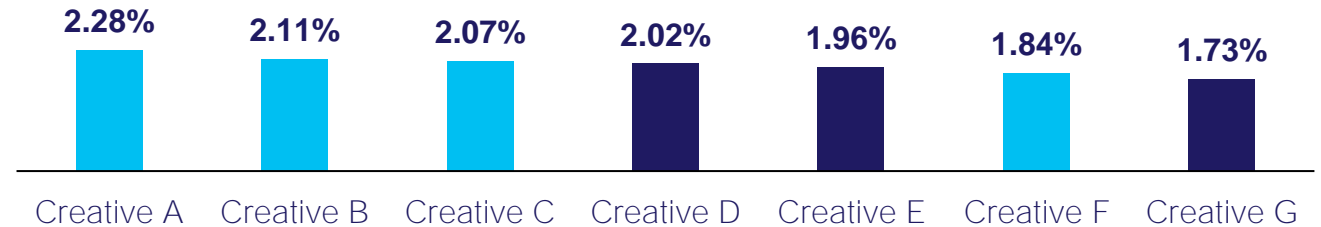
- ▶ Samba TV / Automated Content Recognition (ACR) & Pixel Tags / Linear TV, CTV, Online Video



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.





A major cable network utilized **Vizio's Inscope** viewing behavior data to drive tune-in to the premiere of a flagship TV show

Challenge

- ▶ A network wanted to drive tune-in to the season premiere of a flagship TV show and understand which tactics of its promotion were making the most impact on tune-in

Measurement Innovation

- ▶ Vizio's *Inscope* viewing behavior data determined how viewers engaged with the promotion across the devices targeted and which viewers ultimately tuned into the show
- ▶ Vizio built a control group of Organic Viewers - those who were not exposed to the campaign to compare and contrast against

Target Segment

- ▶ Targeting included existing network viewers, a competitive proxy show list, and retargeting of linear promos

Learnings

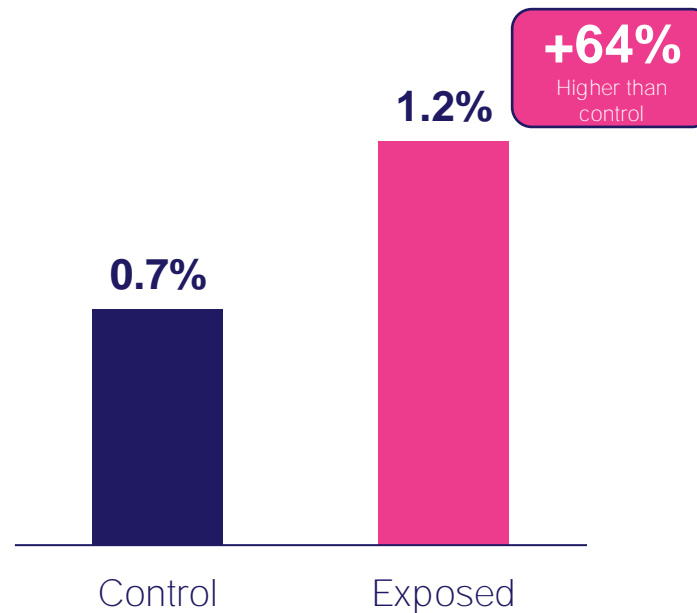
- ▶ The analysis allowed the network to prove that those who were exposed to the promotion of the show were **64% likely to have tuned in for it vs. those who weren't** exposed to it
- ▶ The network was able to determine which tactics had the greatest impact on tune-in, increasing efficiency of future campaigns
- ▶ **Household Connect* generated the most positive results

Company / Viewing Source / Media Type

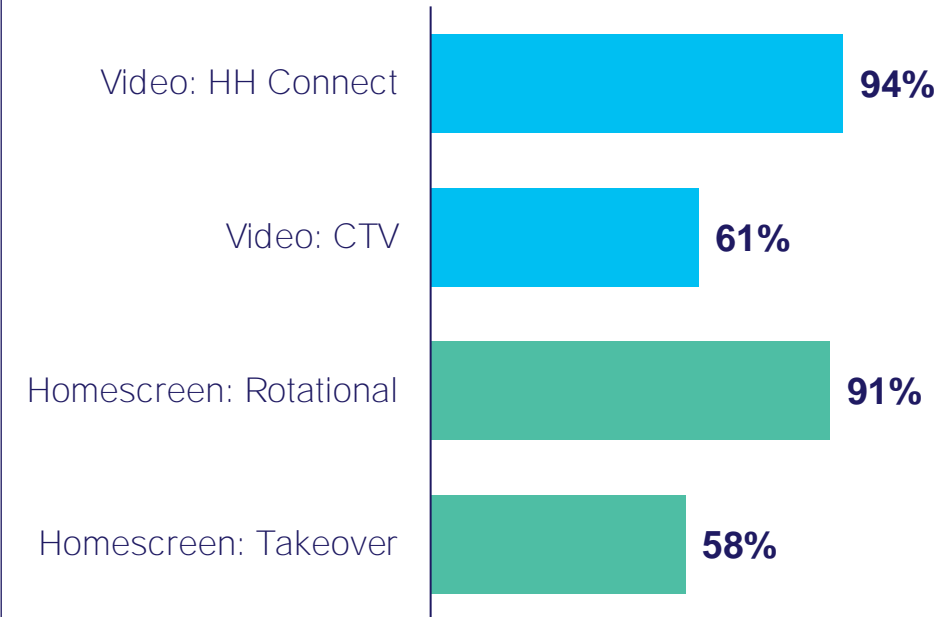
- ▶ Vizio / *VIZIO Ads* / CTV and SmartCast

Campaign Results Overview

Watched TV Show



Lift vs. Control Group by Tactic



Source: Vizio, Case study: *Season Premier Omnichannel*. Campaign dates: Q2 2021. **Household connect* allows advertisers to extend their campaigns beyond the TV to millions of additional touchpoints and devices, so viewers will see a complementary ad or call-to-action on their computer, tablet, or mobile device shortly after being presented with an ad on TV





A streaming service partnered with **Samba TV** to uncover actionable insights from media tactics to drive tune-in for a new reality program

Challenge

- ▶ A streaming service sought to understand the impact of their linear + digital video campaign on tune-in rates for the premiere of one of their reality shows

Measurement Innovation

- ▶ To show the impact of the campaign on tune-in rate, Samba TV uses their *Verified Tune-In Rate Measurement* to analyze lift compared to their *Synthetic Control Group Methodologies*

Target Segment

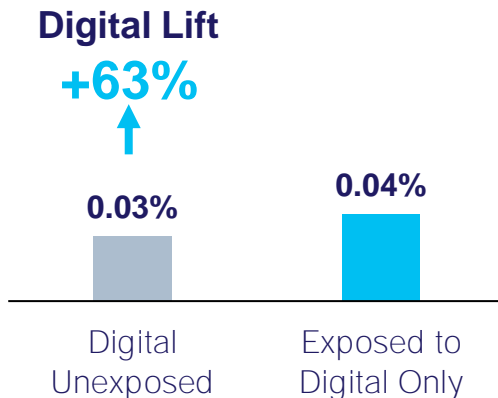
- ▶ Reality TV viewers, as well as heavy TV viewers, were **selected from Samba TV's viewership data and were targeted** as likely viewers of the streaming services reality show
 - ▶ Streaming Reality Viewers
 - ▶ Heavy TV Viewers
 - ▶ MTV, CBS, Bravo & E! Reality Viewers

Learnings

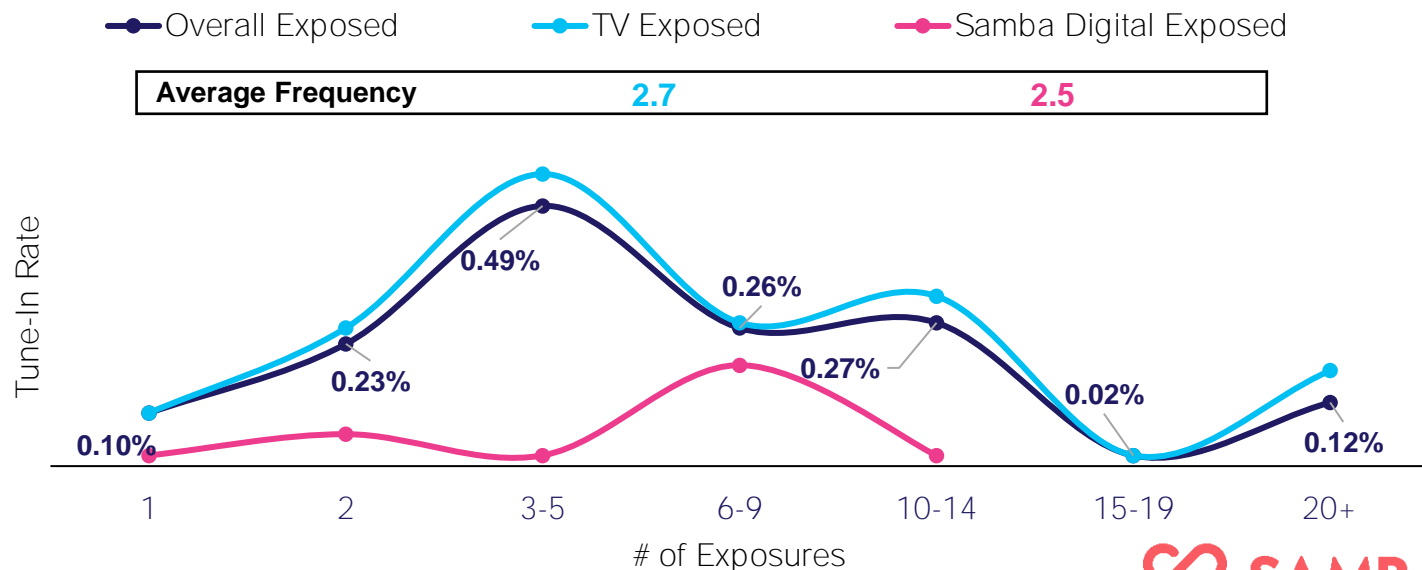
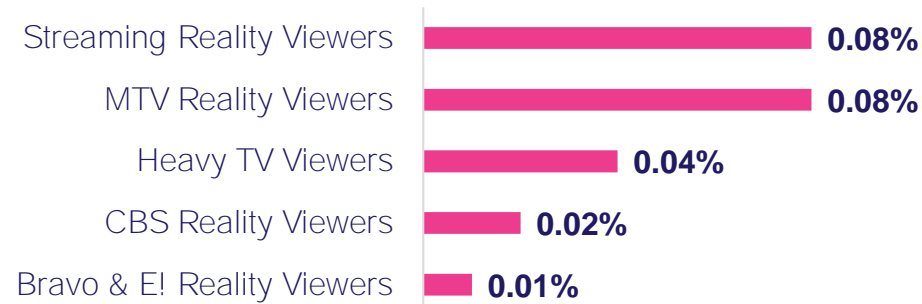
- ▶ Through this analysis, the streaming platform learned the impact of its digital ad component, a **63%** lift vs. the control
- ▶ The service was able to determine optimal frequency levels, with peak impact occurring at **5 exposures** in TV and **>9 exposures** in digital
- ▶ The advertiser was able to glean insights into programming effectiveness, with the greatest impact seen among Streaming Reality viewers – a learning they can apply to future tune-in campaigns

Company / Viewing Source / Media Type

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



Tune-In Rate by Samba digital targeting tactic



Source: Samba TV, Entertainment Case Study. Campaign time period: March 2021.





A carbonated beverage advertiser utilized 605's attribution solution to connect sales with viewership of co-branded integrated programming

Challenge

- ▶ A beverage brand sought to understand the impact of two campaigns – an ad campaign for their carbonated beverage, and a product integration on a sub-brand
- ▶ Specifically, they wanted to know the impact on 3 KPIs: Purchase Frequency, Conversions, Total Sales

Measurement Innovation

- ▶ 605's attribution solutions leveraged 605 viewership/tune-in data, third party sales data and the client's first-party digital data to measure the effectiveness of the brand's cross-platform campaign compared to a "Matched Control"

Target Segment

- ▶ Customers who have previously made a purchase from the beverage brand (carbonated beverage brand target)
- ▶ Customers who have previously made a purchase of one specific beverage flavor from the beverage brand (sub-brand target)

Learnings

- ▶ The brand was able to see lifts vs. the 'matched control' for each vehicle individually, allowing them to more effectively allocate spend
- ▶ The brand was able to see the relative impact on their core KPIs for the ad campaign vs. the product integration allowing for more informed strategy decisions in future

Company / Viewing Source / Media Type

- ▶ 605 / Automated Content Recognition (ACR), Set-Top Box / Linear TV (Large Entertainment Network), Digital (Large Entertainment Network's digital platform)

CARBONATED BEVERAGE BRAND (ADS)					
PLATFORM:	LINEAR		DIGITAL		ANY (LINEAR + DIGITAL)**
RESULTS:	LIFT vs. control	INDEX	LIFT vs. control	INDEX	LIFT
Purchase Frequency	22%	122	58%	122	20.9%
Conversions	22%	112	6%	73	22.0%
Total Sales	11%	140	3%	101	11.1%

SUB-BRAND (PRODUCT PROGRAM INTEGRATION)			
PLATFORM:	ANY (LINEAR + DIGITAL)**		
LIFT PER EXPOSURE: vs. control	ANY	PREMIER EPISODE	5+
Purchase Frequency	34%	41%	51%
Conversions	38%	37%	42%
Total Sales	15%	30%	89%

Source: 605, Case study: Campaign for Carbonated Beverage Brand, Sales. Campaign dates: 2/7/2021 – 4/11/2021. **Matched Control = match each "exposed" HH to similar unexposed HH. ***Any (Linear + Digital)* is any exposure to the ad on Linear or Digital. A viewer could have seen both, but they were exposed on at least one platform during the campaign period.



Considerations as you evaluate and add new solutions to your measurement plans

Research multiple measurement providers

Partner with the appropriate provider(s) whose data capabilities align with your objectives / KPIs

Understand the data sets being used, how they are sourced and what the reporting and outputs are

Ensure the accuracy, validity and transparency of the datasets

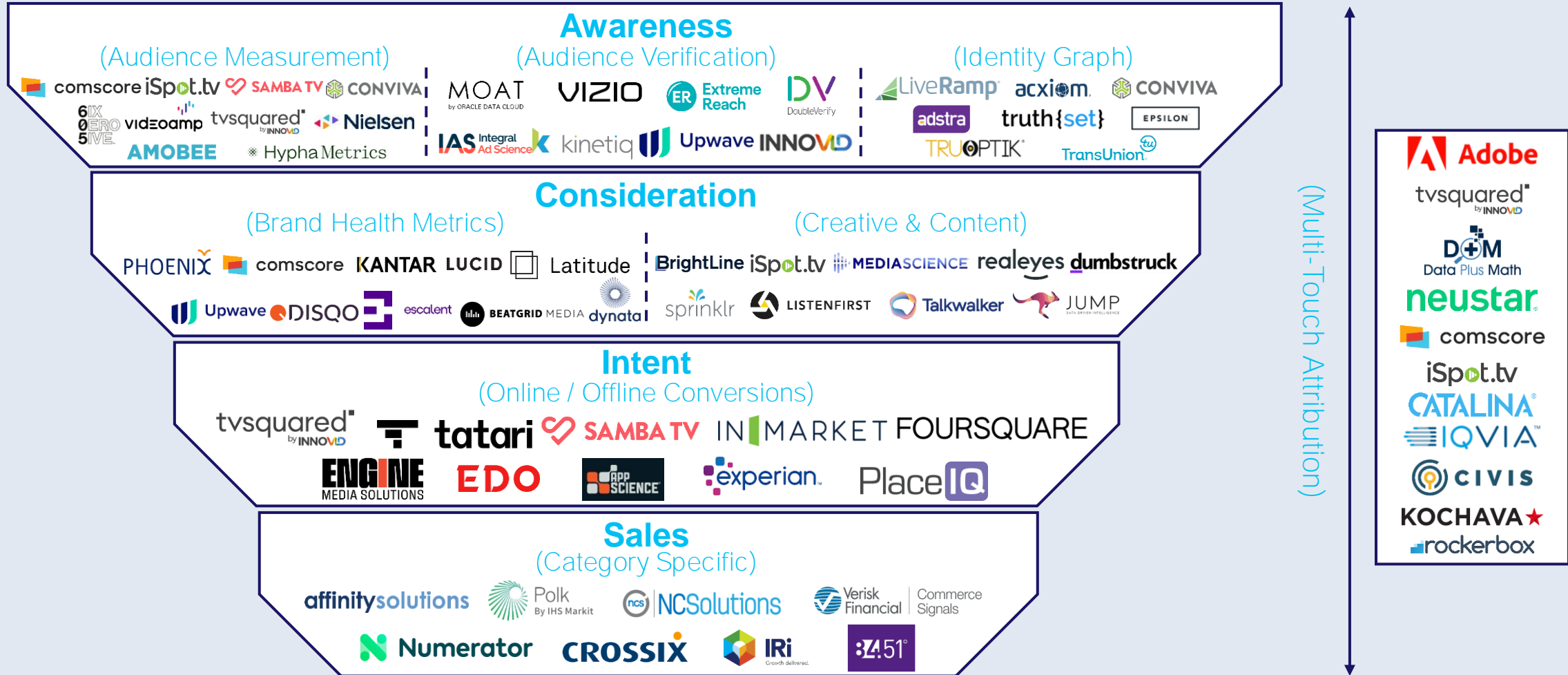
Understand the cross-platform capabilities of the measurement providers under review

Learn if you can optimize your campaigns based on the data outputs

Know if your precise target audience can be properly measured by the data provider

Ask how timely the campaign metrics / results will be reported

The companies included in this guide are just some of the data providers within the growing measurement ecosystem and we're excited to bring you more case studies in this series each quarter throughout the year



Note: logos reflect a sampling of companies that provide measurement solutions within each funnel stage and is not meant to be an exhaustive list of all companies with related solutions; companies' solutions can also cross funnel stages as well.

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