

3Q 2022 – Third Edition

Today's Innovations in Measurement

Real-world case studies from industry innovators





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

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
- ▶ Insightful **category-specific best practices** drawn from *18 real-world examples* across five major product categories: Healthcare, Automotive, and CPG, Insurance, and Entertainment / Tune-in
- ▶ **Considerations** as you evaluate and add new solutions to your measurement plans

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



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

The case studies focus on five major product categories



CPG



**Pharma /
Healthcare**



Insurance



**Entertainment /
Tune - in**



Automotive

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

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

**Accurate Audience
Count**

**Online and Offline
Sales**

Consumer Packaged Goods



Please continue to review CPG case studies and best practices



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+

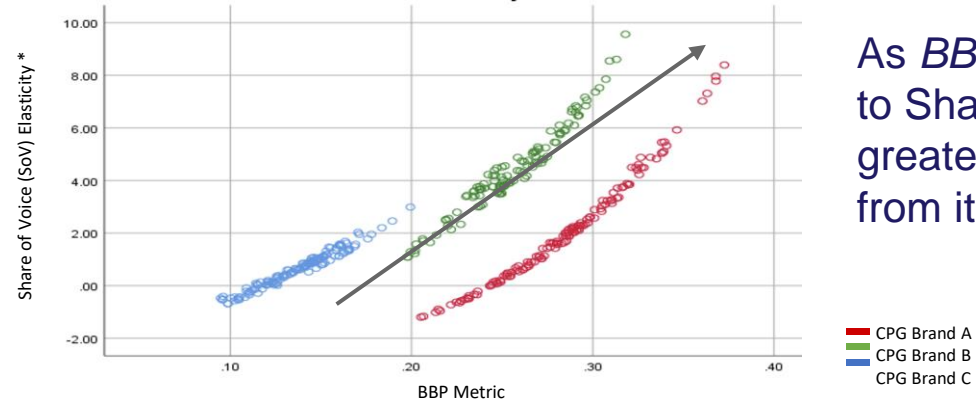
Learnings

- ▶ 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

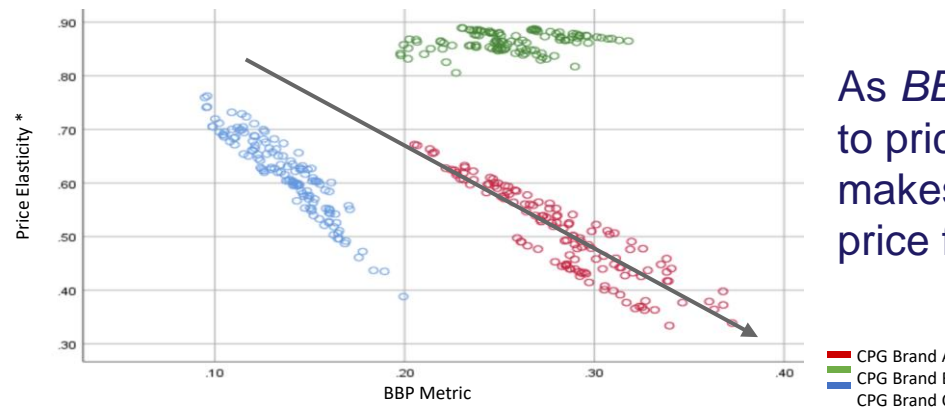
- ▶ EDO, Inc. / ACR, Google API / National Linear TV

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



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.



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 platform 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.



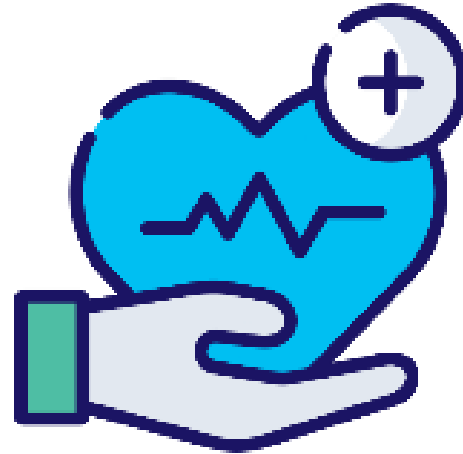
Best Practices

Consumer Packaged Goods



- **Consider non-traditional metrics of success.** Share of Search (SoS) and Share of Voice (SoV) are valuable measures of success in the highly competitive CPG category, but might not be the first considered by marketers when measuring their campaigns. They can be used to understand the value of long-term investment in branding, as well as indicate how resistant a brand could be to economic and supply chain changes that may raise the cost of goods.
- **Manage frequency by suppressing audiences that have been overexposed.** This allows a brand to build incremental reach and increase efficiency. This balanced approach of retaining current customers and reaching new ones ensures the sales funnel is never empty.
- **Leverage 1st and 3rd party data sources to develop more intelligent plans and measure effectiveness.** Infusing 1st party customer data with media plans and post - campaign measurement results in more intelligent plans, stronger effectiveness and sharper insights for future product development.

Pharma / Healthcare



Please continue to review CPG case studies and best practices



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.



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

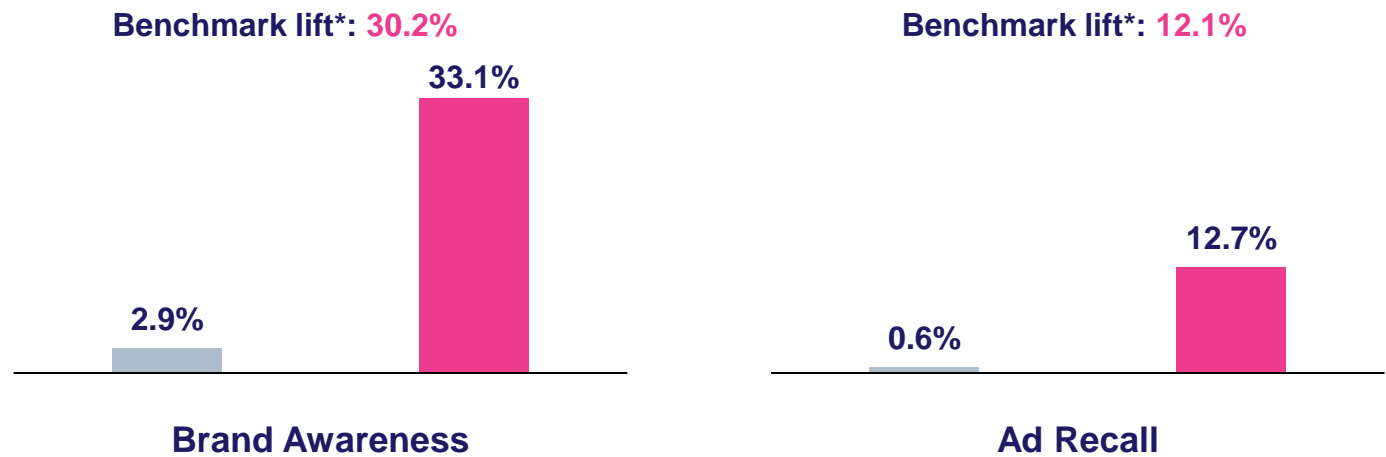
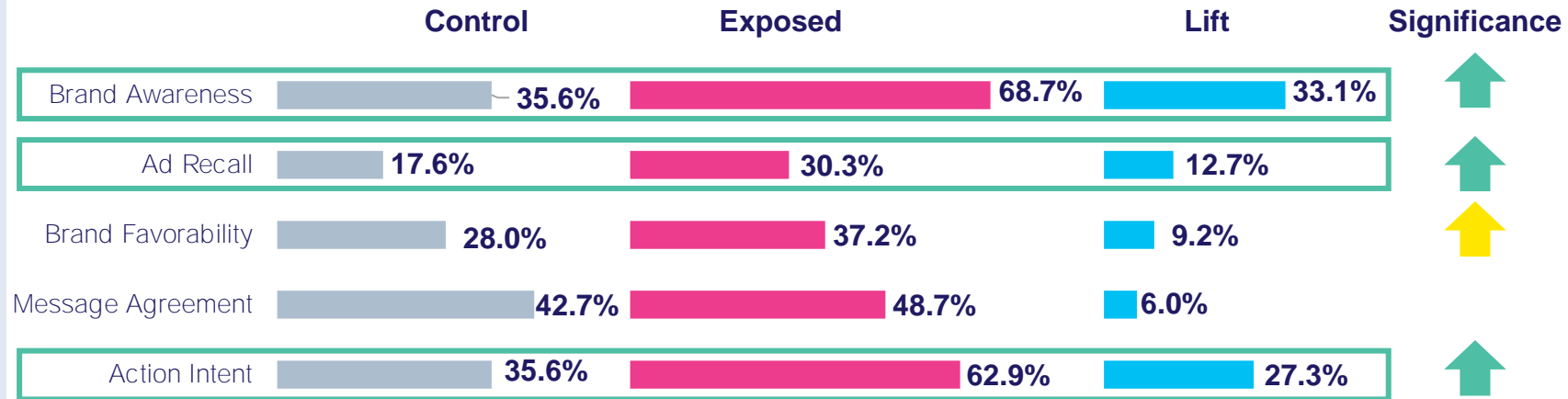
- ▶ A25+ including light TV-viewing cohorts, parents, African Americans & Hispanics

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 pharma & health care company leveraged **Upwave's** Brand Optimization capability to drive lift across both TV and digital

Challenge

- ▶ A leading pharmaceutical and health care company wanted to measure reach among both broad and niche audiences utilizing targeting criteria beyond age and gender

Audience Measurement Innovation

- ▶ The brand utilized **Upwave's Analytics Platform for Brand Advertising**, which enabled them to optimize and reallocate across channels and monitor reach, frequency and penetration rate within their specific target audience

Target Segment

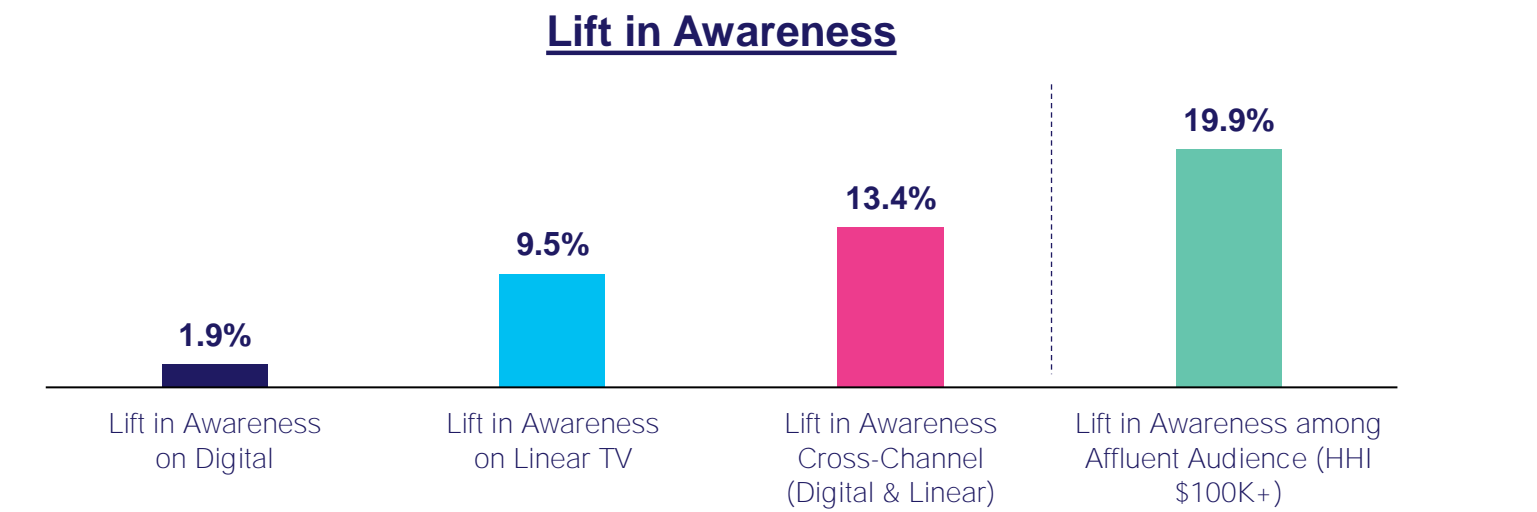
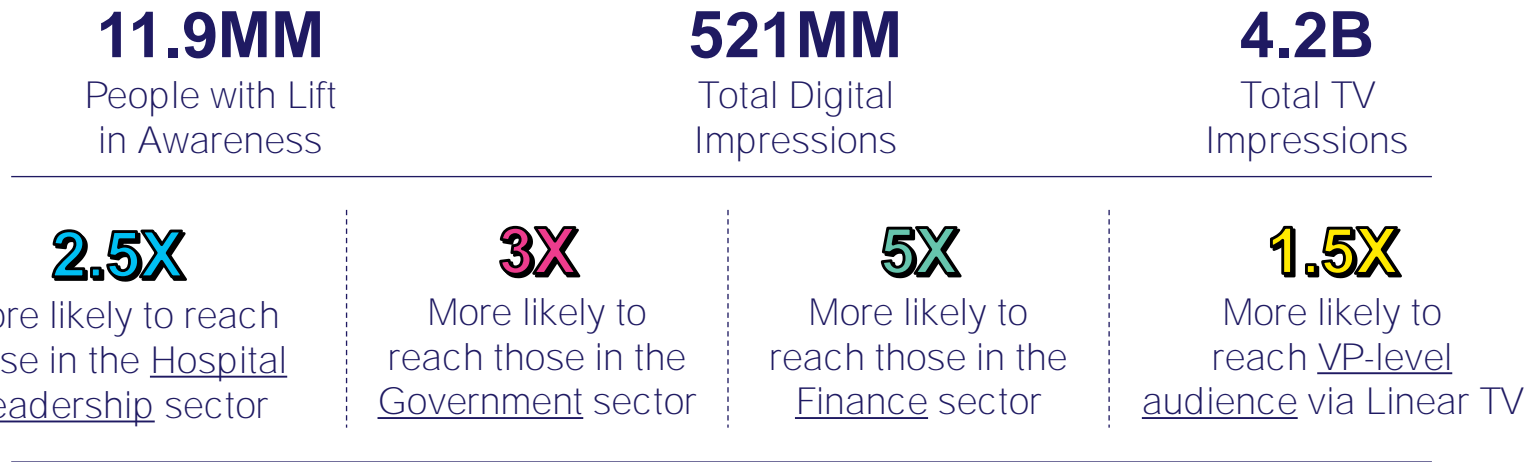
- ▶ HHI \$100K+
- ▶ High-Level Job Title / Industry in Healthcare, Finance, Government

Learnings

- ▶ **Upwave's** Brand Optimization capability revealed that Digital alone was not as effective, running both TV and Digital together helped drive lift
- ▶ Campaign lifted awareness among **11.9MM** people, with the highest lift seen among affluent audiences

Company / Viewing Source / Media Type

- ▶ Upwave / ACR, Event Tags / Linear TV, Digital (Display, Mobile, Desktop)



Source: Upwave. Campaign time period: May – December 2021. Comparisons based against a representative control group.



Best Practices

Pharma / Healthcare



- **Measure locally to better quantify the impact of your campaign in the 'regulation heavy' pharma category.** With regulations on targeting for healthcare campaigns, local campaigns will allow you to focus on a precise trade area that is not linked to specific patients or households. Ensuring you meet privacy regulations and guidelines.
- **Partner with measurement providers who understand the restrictions involved in healthcare advertising and can help you build and analyze the impact of customized, privacy compliant targets.** This will allow you to understand how different audiences are responding to your campaign and enable you to refine targeting for future campaigns while also meeting privacy guidelines and reaching the audiences that matter most to you.

Insurance



Please continue to review CPG case studies and best practices



An insurance brand partnered with AudienceXpress to reach customers in market for auto insurance and drive them through the sales funnel.

Challenge

- ▶ An insurance company sought to increase sales leads and drive incremental lift in policies written by using audience-based targeting across CTV.

Measurement Innovation

- ▶ Working with AudienceXpress, the insurance company was able to measure the success of its campaign against multiple KPIs across key audience segments.

Target Segments

- ▶ A25-64
- ▶ HHI \$100k+
- ▶ In market for auto insurance

Learnings

- ▶ Through the analysis, the brand was able to determine how each audience segment progressed through the sales funnel, with auto insurance leads doubling over the control group and HHI\$100k+ having the highest likelihood to convert leads to policies written.
- ▶ In addition to driving new customers, the campaign provided the brand with a directional roadmap that informed current and future media investments across various media channels.

Company / Viewing Source / Media Type

- ▶ AudienceXpress / Comcast Data and Long-Form Video Providers / CTV

Campaign Results



+73%

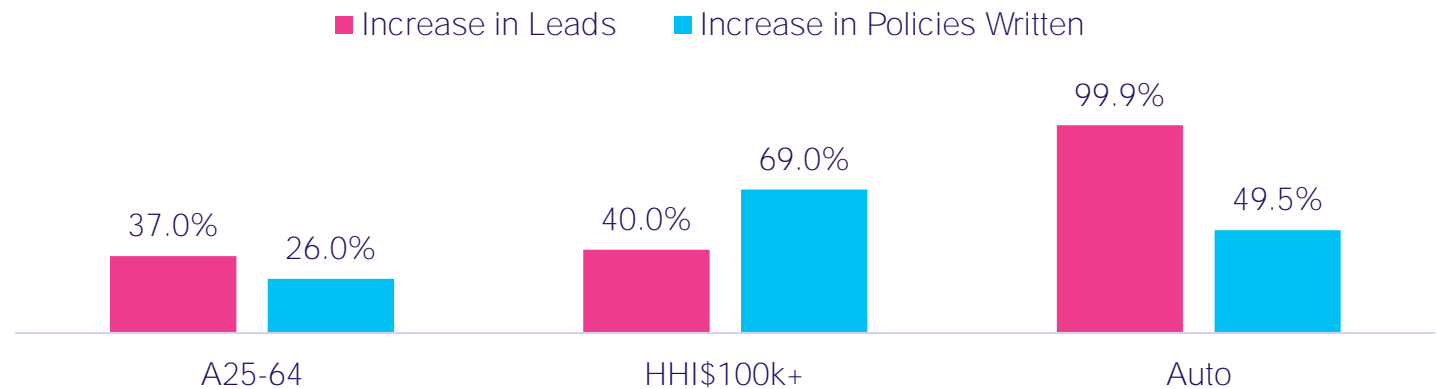
Total incremental lift in leads



+11%

Total Increase in policies written

Incremental Lift Across Key Audience Segments



Source: AudienceXpress, Insurance Case study. Campaign time period: July 8 – October 24, 2021.





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

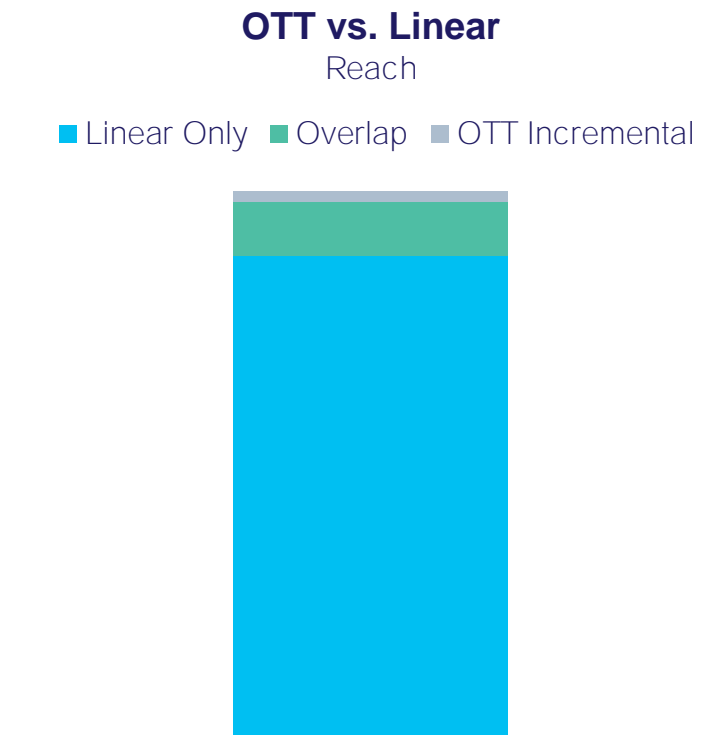
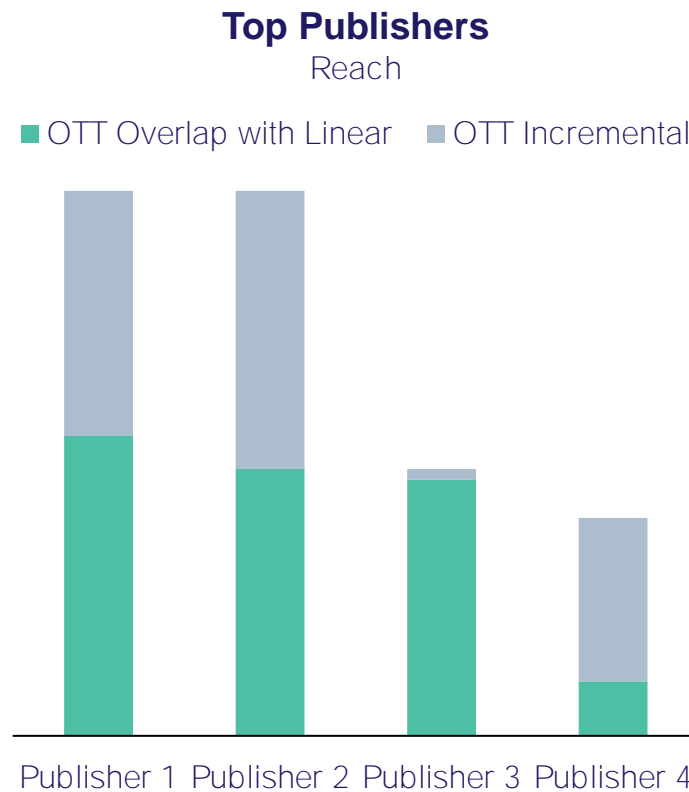
Learnings

- ▶ 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.





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

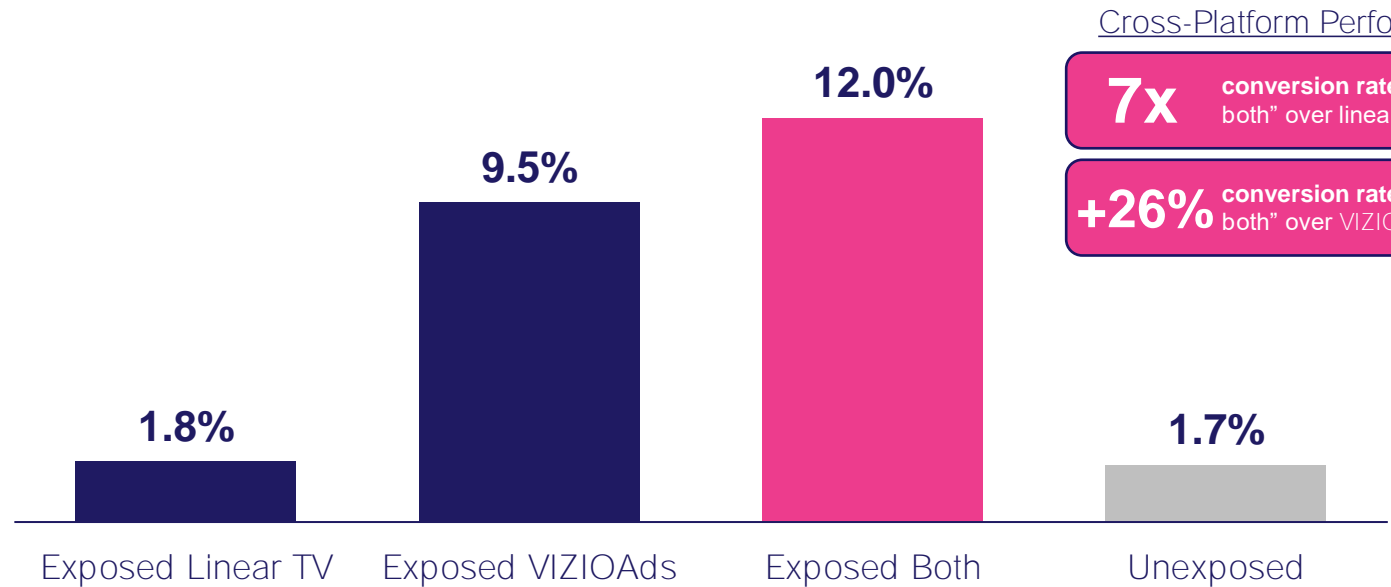
Campaign Results Overview



+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.



Best Practices

Insurance



- **Cross-platform measurement strategies increase your ability to connect with the broad insurance customer target.** Both linear and CTV are capable of being measured and optimized on their impact of driving conversions such as leads and policies written.
- **Partner with measurement providers that enable you to measure the effectiveness of multiple campaign component's ability to drive leads.** Look for optimization opportunities across as many campaign elements as possible i.e. creative, spot length, and OTT publisher etc.. This will allow you to increase campaign efficiencies by better understanding what drives your customers to convert, ensuring you leave no potential customers on the table.

Entertainment / Tune-in



Please continue to review CPG case studies and best practices



BET leveraged **VideoAmp's** viewing behavior data to highlight the value of the BET Award's Audience for advertisers

Campaign Results Overview

Challenge

- ▶ BET wanted to highlight the value of the BET Awards audience by identifying and measuring advanced audience segments

Measurement Innovation

- ▶ **VideoAmp's** second by second viewership data allowed BET to go beyond providing standard audience metrics to their advertisers. This enabled BET to identify and measure advanced audience segments. Proving the effectiveness of the BET Awards to reach and engage with high value audiences

Target Segment

- ▶ Targeting included P18-49, and advanced audience segments: BET Change Makers and BET Cultural Innovators

Learnings

- ▶ Advanced Audience AA viewing for the BET Awards **was more than 2.5x higher than the network's prime audience**
- ▶ BET has strong engagement with its advanced audiences, as well as viewers with high propensity to be trendsetters and ad-receptive
- ▶ BET Awards had the highest engagement of the night across all linear programming during its airtime

Company / Viewing Source / Media Type

- ▶ VideoAmp / VideoAmp Platform / Linear

+ 39%

YOY growth in households with P18-49 impressions by the BET Awards

500K

BET Change Makers and BET Cultural Innovators reached by the BET Awards

10x

Higher total minutes viewed on average than the average of all programs across TV

Source: VideoAmp, Case study: *BET Awards 2022*

Advanced Audience Definitions:

BET Change Makers Age 18+ • Male / Female • African American Viewers who are influencers around Social Responsibilities

BET Cultural Innovators Age 18+ • Male / Female • African American Viewers who consider themselves to be trendsetters for all cultures





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

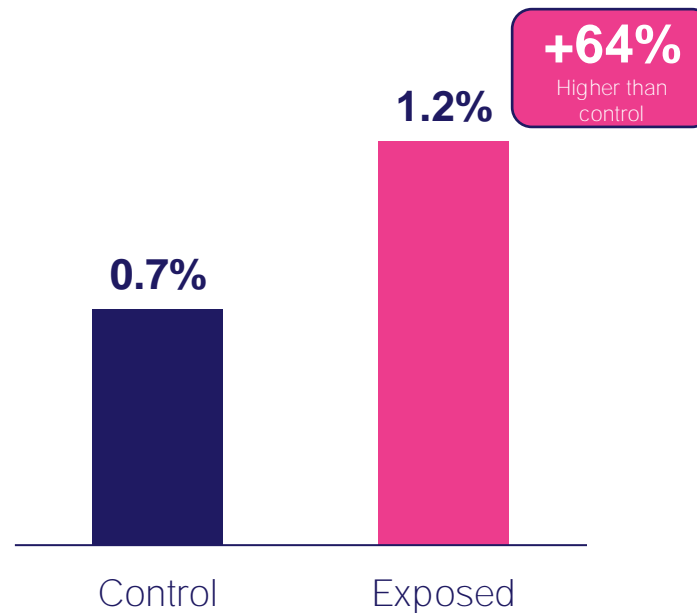
- ▶ The analysis allowed the network to prove that those who were exposed to the promotion of the show were **64% likely to have tuned in for it vs. those who weren't** exposed to it
- ▶ The network was able to determine which tactics had the greatest impact on tune-in, increasing efficiency of future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

Company / Viewing Source / Media Type

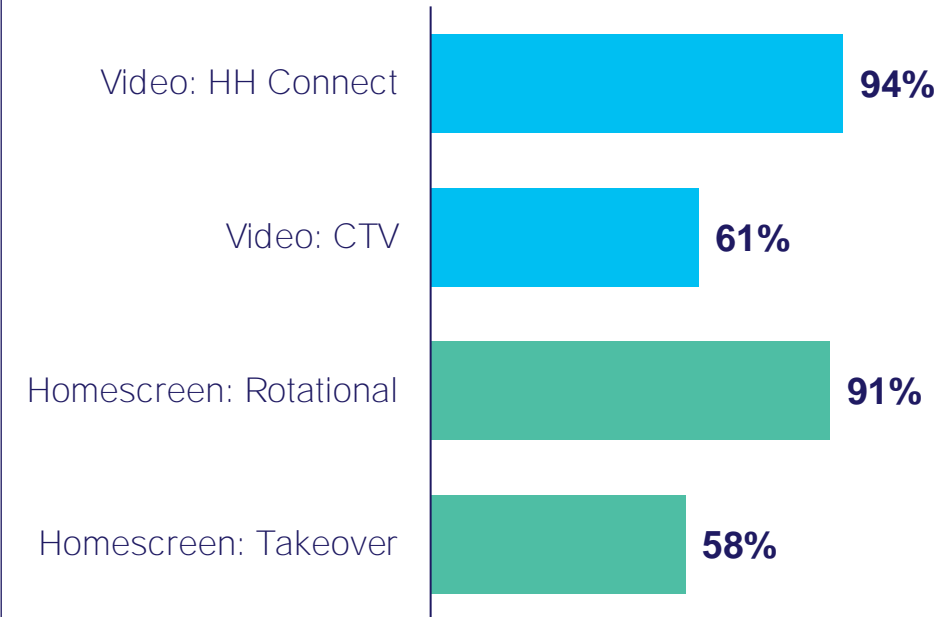
- ▶ Vizio / VIZIO Ads / CTV and SmartCast

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

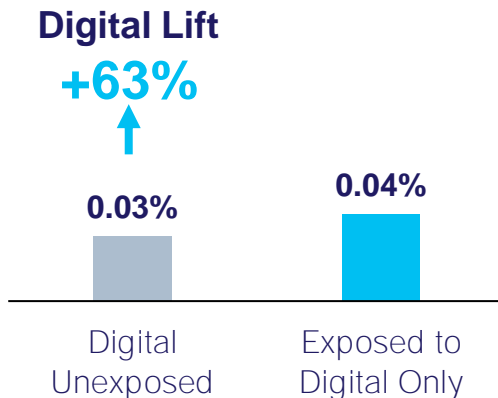
- ▶ Reality TV viewers, as well as heavy TV viewers, were **selected from Samba TV's viewership data and were targeted** as likely viewers of the streaming services reality show
 - ▶ Streaming Reality Viewers
 - ▶ Heavy TV Viewers
 - ▶ MTV, CBS, Bravo & E! Reality Viewers

Learnings

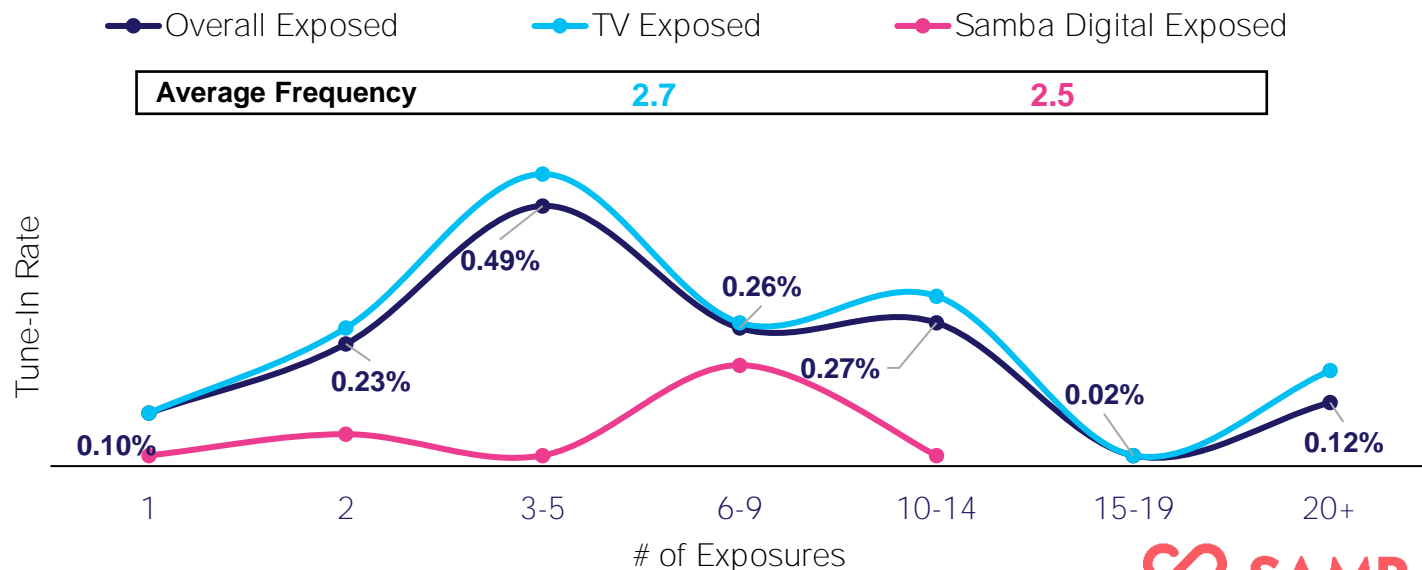
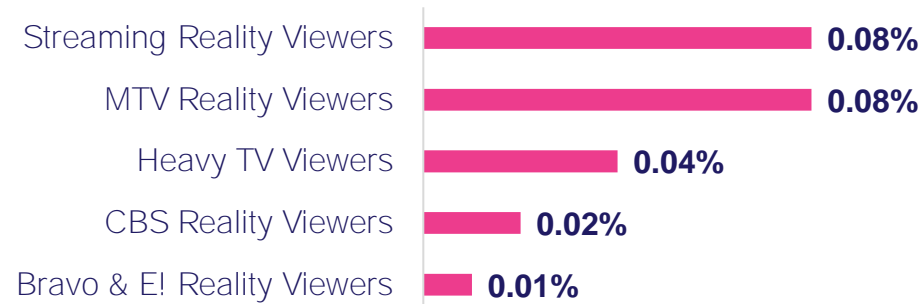
- ▶ Through this analysis, the streaming platform learned the impact of its digital ad component, a **63%** lift vs. the control
- ▶ The service was able to determine optimal frequency levels, with peak impact occurring at **5 exposures** in TV and **>9 exposures** in digital
- ▶ The advertiser was able 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.





NBC leveraged **Conviva's continuous, census level measurement** to understand de-duplicated reach for key tentpole events

Leveraging continuous, census-level measurement, NBC measured:

Streaming Audience



10.5MM

Super Bowl Average Streaming Minute Audience

8:25PM

Time of peak viewership during Super Bowl



+279%

Increase in streaming activity during the Olympics opening ceremony vs. 2018 opening ceremony

Streaming Audience by Device & Composition



78.4%

of Peacock viewing for the Super Bowl occurred on televisions with Roku, Samsung TV and Amazon Fire TV accounting for 68.5% of big screen viewing share



70.1%

of those streaming the Super Bowl came from 'cord cutters' or HHs without bundled pay TV service

Challenge

- NBC was looking for new measurement solutions to accurately capture their total audience for the Super Bowl and Winter Olympics

Audience Measurement Innovation

- NBC leveraged Conviva's measurement and their **HH identifier** that allows them to understand de-duplicated reach on streaming by accounting for scenarios like a single household viewing events across multiple apps
- Conviva data is collected directly from the video player and **acts as a publisher's proprietary first-party data**, capturing everything that happens during a video session, including both content and ad breaks

Viewing Segment

- Super Bowl and Winter Olympics Viewers

Learnings

- NBC was able to:
 - Better understand behaviors of HHs tuning into the events, including how many devices per HH were streaming & what content they were watching
 - Get a deduplicated, cross-platform measurement of their audience across streaming & linear*
 - Provide advertisers with next-day ad delivery reports

Company / Viewing Source / Media Type

- Conviva, iSpot, NBCUniversal / SDK built into Video Player (Stream Sensor) / OTT, CTV, Mobile, Tablet, Desktop, Connected Devices

Source: Conviva, Case study: Conviva Partners with iSpot to provide NBC deduplicated measurement for the Olympics and Super Bowl. Campaign time period: February 2022. *Using iSpot.TV for linear TV data, NBC matched Conviva's Stream ID with iSpot's identity to get a deduplicated view of consumption across all platforms.





Comscore helped prove a network garnered higher reach, engagement and incremental viewing in a niche automotive segment

Pursuit won an auto account away from competitive Network B by proving:

Challenge

- ▶ Pursuit Channel needed to win business away from their closest TV network competitor by proving their audience garnered superior reach, engagement, and incremental viewing metrics against niche automotive segments

Audience Measurement Innovation

- ▶ Pursuit leveraged Comscore TV's national reporting and automotive **Advanced Audiences (AA) data** to prove their network delivers an incremental audience of outdoor enthusiast viewers who have a higher index of intent to buy both new and used pickups/SUVs compared to their competitor's viewers

Target Segment

- ▶ Total Network Audience (Pursuit vs. Network B)
- ▶ Audience by Top 3 programs
- ▶ Mid-sized truck buying intenders**

Learnings

- ▶ Pursuit Channel won the automotive account away from their competitor because they were able to show their network reaches a continuously engaged audience of more likely auto purchase intenders

Company / Viewing Source / Media Type

- ▶ Comscore / Set-Top Box / National Linear TV (Pursuit outdoor enthusiast network vs. competitive national network)

Audience is more likely to be in-market for new or used pickups and SUVs

283 Index

For intent to buy a **new** full-size pickup truck

261 Index

For intent to buy a **used** full-size pickup truck

Continuous Second-by-Second Engagement Levels

Top three programs revealed live AA metrics **remained consistent** throughout entire broadcast of the program, suggesting that viewers stayed engaged during ad spots

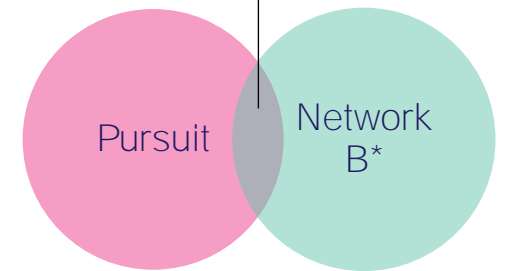
For example, the average Live AA of DeerTech TV show, which airs between 10 - 10:30 am was **14,903** viewers

- **Lowest AA:** 10:00 a.m. (**12,864**)
- **Peak AA:** 10:25 a.m. (**16,003**).

Low audience overlap = strong opportunities to reach incremental viewers

14%

overlap duplication with Channel B viewers



Source: Comscore, Pursuit Channel: Automotive Case Study - Network vs. Network, In A High-stakes Battle To Win The Business. Campaign time period: 5/31/21 – 8/8/21. *Competitive national network to Pursuit Channel. **Includes 'intent to buy new non-luxury truck and SUV' segments and 'intent to buy used non-luxury truck and SUV' segments. Indices based on national TV HH average.



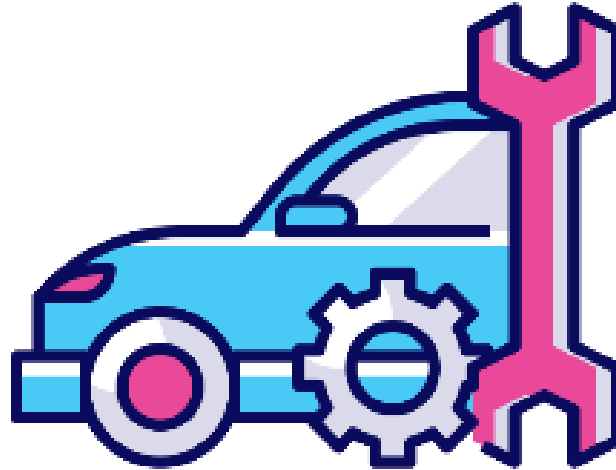
Best Practices

Entertainment / Tune - in



- **Leverage viewership data to establish test and control / exposed vs. unexposed groups.** Those learnings can then be used to accurately evaluate which campaign tactics had the greatest impact on tune-in and refine for future campaigns.
- **Utilize advanced audience targeting capabilities to reach current fans and prospective viewers.** Audiences that are not current fans, but look like they could be based on their viewership habits of similar programs or networks, are a great source for driving new viewers to tune-in.
- **Second by second viewership data can be used to measure network and program engagement of content and advertisements.** Leverage viewership data to illustrate to advertisers that your network/program has strong engagement across platforms and key audiences to capture share and drive revenue.

Automotive



Please continue to review CPG case studies and best practices



Actionable insights from Samba TV enabled a major auto marketer to more effectively balance their digital vs. TV strategy

Challenge

- A major automotive brand wanted to understand the interplay between their Linear TV and Digital media, seeking insights to increase efficiency & impact

Audience Measurement Innovation

- Samba TV's **True Reach and Frequency (TRF) measurement** provided insights into how the campaign performed across TV and Digital tactics, ultimately supporting the need for more balanced digital vs. Linear TV media mix going forward

Target Segment

- U.S. HHs

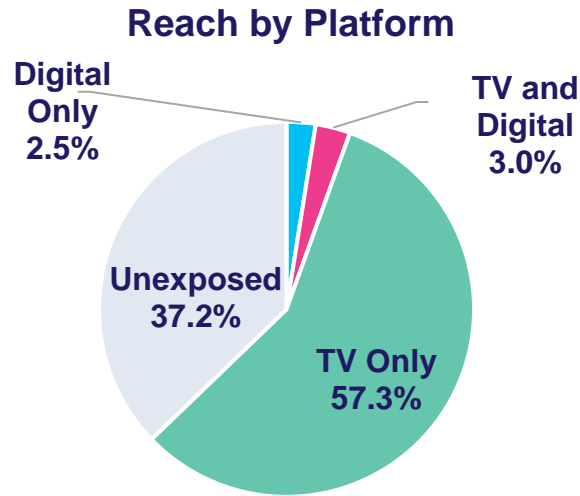
Learnings

- 45%** of Digital-delivered HH's were incremental to the campaign (high unique reach factor)
- Digital delivered a CPIR* **1/10th the cost** of Linear TV
- Within TV, Hispanic Networks delivered a far greater share of unique vs. duplicated audiences
- Linear TV vs. Digital frequency required balancing

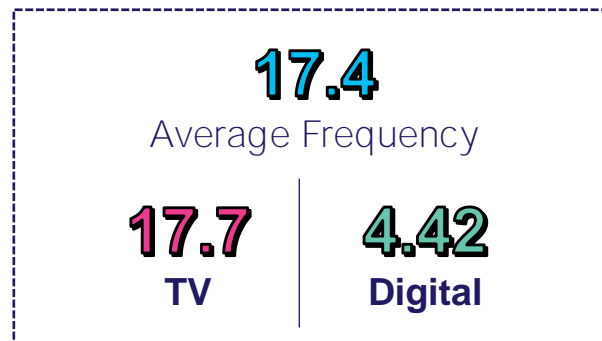
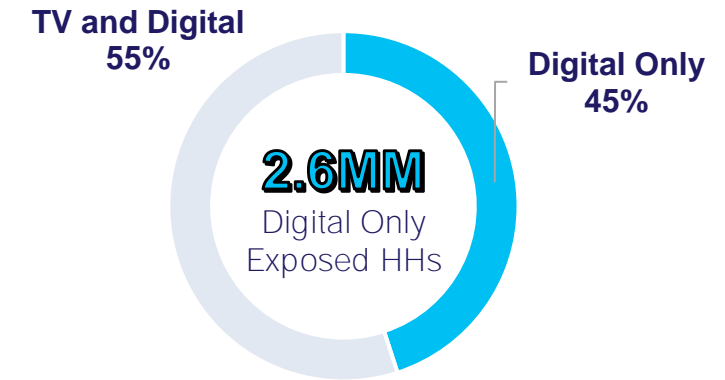
Company / Viewing Source / Media Type

- Samba TV / Automated Content Recognition (ACR) / Linear, CTV, Online Video

Enabled by Samba TV's True Reach & Frequency Measurement & Dashboards



Share of Incremental vs. Overlap Digital Reach



Top Networks by Unique Reach

TV Detail	Reach	Unique Reach	Unique Reach Share
NBC	28,286,023	1,751,358	6%
CBS	25,899,821	1,589,257	6%
ABC	21,483,541	1,100,623	5%
TNT	17,724,140	935,662	5%
FOX	17,352,810	866,204	5%

Top Networks by Unique Reach Share

TV Detail	Reach	Unique Reach	Unique Reach Share
UNIVIS	613,779	170,500	28%
GALAV	442,982	114,796	26%
TELEMUND	248,084	48,337	19%
UNIMAS	52,724	8,469	16%
MSNBC	2,098,703	156,066	7%

Source: Samba TV, Automotive Case Study. Campaign time period: February – June 2021. *Cost per incremental reach.



Category:

Automotive



An automotive brand utilized 605 to understand which platforms drove the highest engagement via website visits

Incremental Reach / Accurate Audience Count / Audience Duplication

Challenge

- An auto brand wanted to understand which tactics from their cross-platform campaign have an impact on driving consumers to website pages specific to a new car model

Audience Measurement Innovation

- To determine causal impact, 605 utilized a “Matched Control” to remove outside influences and biases. This is done by applying machine learning methods to match each “treated” household to unexposed households that compose a “Matched Control” group

Target Segment

- Conversion was measured both for any page on the Auto website, and at the page level for five distinct model-related pages

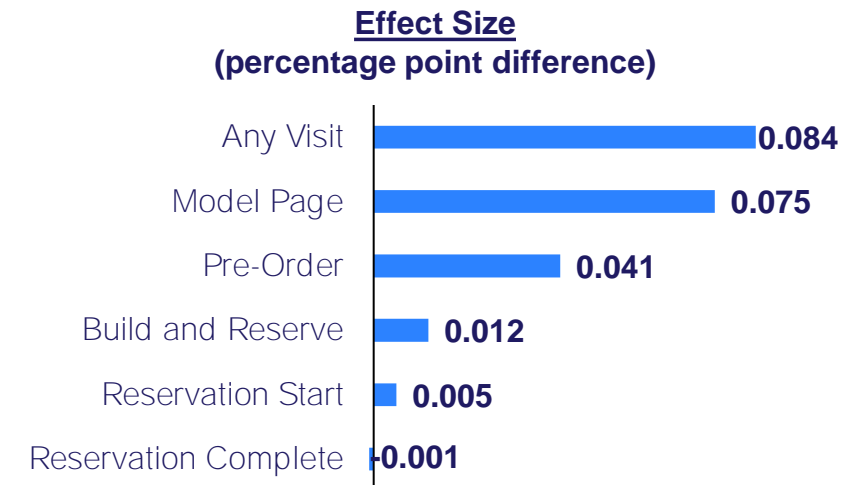
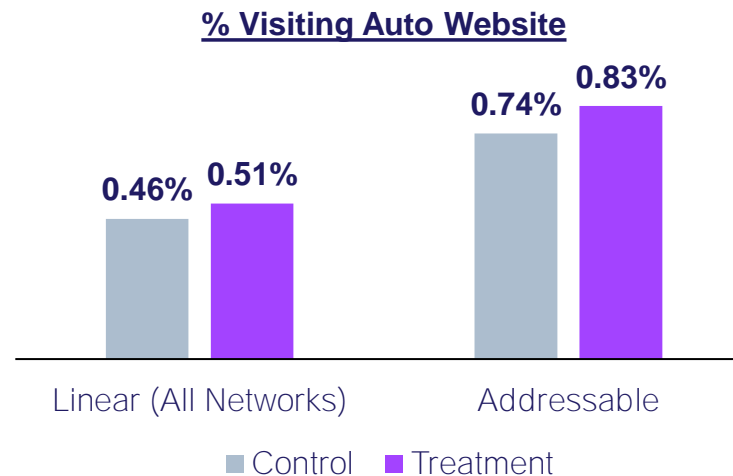
Learnings

- The national linear campaign drove a +12% increase in website visitors. On top of this, cross platform targeted ads produced an additional +11% increase, indicating that the campaign is driving even further conversions
- Out of all three platforms, OLV drove the highest engagement with +>100% lifts across most pages. Digital delivery increased digital engagement with the brand
- Exposed households that converted tended to be younger, highly educated, and earn higher incomes

Company / Viewing Source / Media Type

- 605 / Automated Content Recognition (ACR), Set-Top Box / Linear TV, Addressable, Addressable VOD, Digital

Platform	All Reached Households					Uniquely Reached Households		
	Impressions	Reach	% Reach Overall	% Reach per Platform	Average Frequency	Unique Reach	% Unique Reach	Average Frequency
Full Campaign	2,832,587	660,435	16.5%	—	4.3	—	—	—
Addressable Linear	1,247,772	422,678	10.5%	22.5%	3.0	360,348	85.3%	2.9
Addressable VOD	1,226,973	250,710	6.2%	6.9%	4.9	188,544	75.2%	4.9
OLV	357,842	49,577	1.2%	14.0%	7.2	49,074	99.0%	7.2



Source: 605, Case study: Campaign for Automotive Brand. Campaign time period: 4/5/2021 – 6/13/2021. OLV = online video. Percentage point differences are compared to the matched control group.





Samba TV provided real-time measurement to an auto manufacturer so they could optimize incremental reach vs. Linear TV

Challenge

- A major auto manufacturer sought to offset Linear TV over-frequency and maximize incremental reach to avoid oversaturating targeted viewers

Audience Measurement Innovation

- Samba ACR data was used to create reach-enhancing audiences for addressable CTV targeting
- As the client's linear TV and CTV campaign rolled out, Samba's **Incremental Reach Measurement Dashboard** enabled a real-time view of the incremental delivery of various target audiences and tactics, enabling dynamic in-campaign target and tactic optimization

Target Segment

- Multiple custom unexposed and light-viewing target cohorts

Learnings

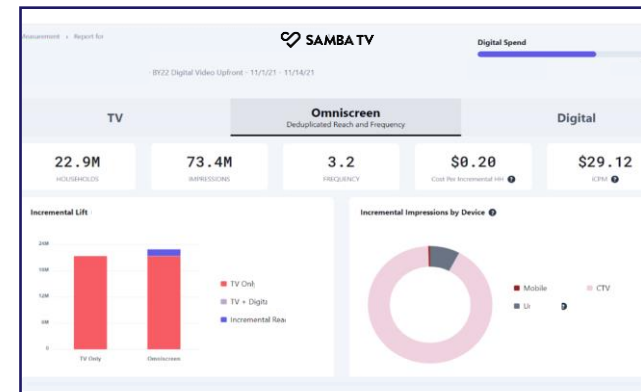
- Achieved live and dynamic understanding of unreached (and over-reached) audiences, enabling optimization of media spend/allocation
- Campaign delivered **95%** incremental impressions and **+6.9%** incremental omni-screen reach

Company / Viewing Source / Media Type

- Samba TV / Automated Content Recognition (ACR) / Linear, CTV, Online Video

over 90% of CTV measured as incremental to client's Linear TV campaign

Type	TV Only			TV + Digital			Incremental Reach		
	Households	Impressions	Frequency	Households	Impressions	Frequency	Households	Impressions	Frequency
Total	21,364,870	61,020,021	2.86	76,780	589,772	7.68	1,485,450	11,820,047	7.96
CTV	-	-	-	68,891	300,752	4.37	1,362,666	10,428,901	7.65
Game Console	-	-	-	97	195	2.01	1,235	5,047	4.09
Mobile	-	-	-	777	2,013	2.59	13,968	56,645	4.06
Traditional TV	21,364,870	61,020,021	2.86	76,780	252,816	3.29	187,561	444,546	2.37
Unknown	-	-	-	7,516	33,996	4.52	132,715	884,908	6.67



Source: Samba TV, Automotive Case Study. Campaign time period: November 2021.





iSpot.tv's user level data enabled DriveTime, an auto e-retailer, to optimize frequency and boost their Return on Ad Spend (ROAS)

Challenge

- In order to maximize ROAS, one of the largest used vehicle retailers in the US, DriveTime needed deeper insight into incremental results at the network level, as well as optimal frequency before diminishing returns

Audience Measurement Innovation

- Using iSpot.tv's **Integrated User Level Data (IULD)**, DriveTime tied linear TV ad exposures to conversion events at the individual device level and tallied the number of impressions per device
- Through a lift analysis using an unexposed control group, iSpot.tv calculated incremental conversion events aligned to frequency of impressions
- Spend and conversion rates at the individual network level was also looked at to calculate the Cost Per Incremental Visit (CPIV), also mapped to frequency

Target Segment

- Any potential DriveTime customer segment

Learnings

- The first linear TV ad impression had the highest incremental response rate at **60%** with the incremental response rate diminishing as frequency increases
- The rate at which TV ad response decreases as frequency increases was calculated to determine optimal frequency for each TV network

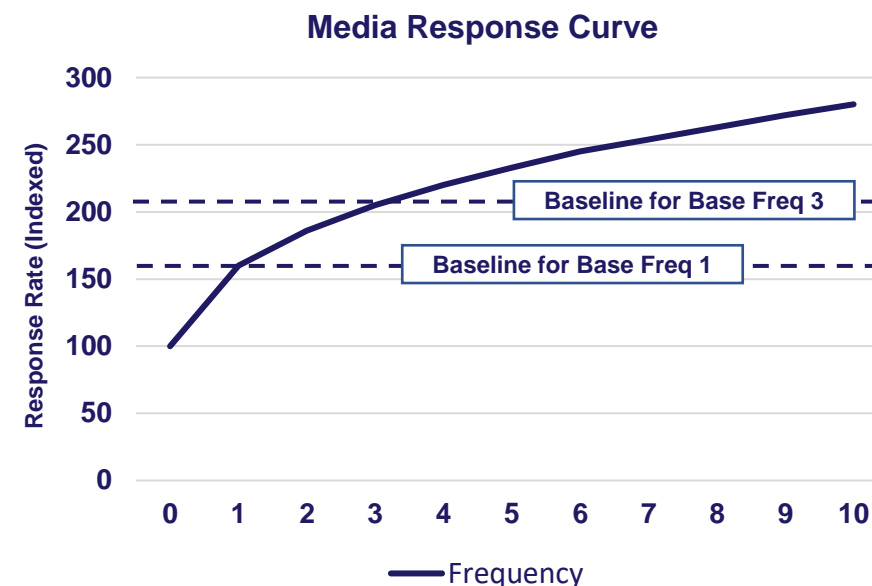
Company / Viewing Source / Media Type

- iSpot.tv / Smart TV / Linear TV

Incremental Response Calculations – Bounce TV Network (w/o 2/14/22) example

The first linear TV ad imp has the highest incremental response rate at 60% (160 index)

Frequency			Response	Baseline	Lift	TV Count
Base	Incremental	Total	Index	Index		
0	1	1	160	100	60	7,543
0	2	2	186	100	86	2,976
0	3	3	205	100	105	1,869
1	1	2	186	160	26	2,523
1	2	3	205	160	45	1,128
1	3	4	220	160	60	662
2	1	3	205	186	19	1,572
2	2	4	220	186	34	666
2	3	5	233	186	48	436
3	1	4	220	205	15	1,060
3	2	5	233	205	29	398
3	3	6	244	205	39	271



Base Frequency: Impressions delivered through other networks (not Bounce)

Incremental Frequency: Impressions delivered through Bounce

Total Frequency: Sum of the previous two

iSpot IULD Impressions: 135k
 Distinct Devices: 40k – 3.5 Avg Frequency
 Audience Size: 160k – 25% Reach

Source: iSpot.tv, case study: DriveTime x iSpot.TV. Campaign time period: Q1 2022. Conversion events are driven by website traffic.



Best Practices

Automotive



- **Manage frequency and optimize cross platform spend in real-time.** When layered with advanced targeting capabilities of in market automotive purchasers, a brand can reach the right audience, in the right place, at the right time, the right number of times throughout the campaign.
- **Reduce duplicated reach across your campaign by including a diverse set of linear networks.** This provides the ability to access unique car buying audiences not found elsewhere.
- **Leverage website conversion data to better understand your customer's path to purchase.** This will enable a brand to better engage with car buyers from the time they begin researching specific models, to when they're booking a test a drive, to when they purchase a vehicle.

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Convergent TV Marketer FAQ

How streaming can deliver incremental audiences in convergent TV

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