

Marketer's Guide

▶ Innovative thinking to make a lasting impact on your business growth.

Unlocking Brand Growth with Audience-Based Buying

A fresh look at how marketers are adopting innovative TV strategies

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Two years ago, we [asked marketers](#) about their practices and attitudes on audience-first TV buying.

As we ask these questions again in 2023, it's clear what is primarily influencing the responses: **The Economy.**

Learn what marketers are saying about an audience-first approach in our current landscape:

- How is an uncertain economy impacting TV ad strategies?
- What benefits are they reaping from audience buying and what are the obstacles to wider adoption of it?
- How are they informing themselves on these buying strategies, as well as quantifying success and impact?

This study was developed by VAB, in partnership with Spectrum Reach, and fielded by Advertiser Perceptions.

See [appendix](#) for greater details behind the make-up of the 210 marketer respondents (which includes both 'brand' and 'agency'). Survey fielded January 11 – 27, 2023.



What is Audience-Based TV Buying?



Audience-Based TV Buying refers to the practice of **segmenting viewers beyond traditional demographics** to target a group of consumers based on **behavioral, attitudinal, lifestyle** and/or **transactional** data

20 insights on the current growth of audience-based TV buying

 = Impact of Economic Conditions  = Why ABB?  = Multiscreen TV As Market Leader  = ABB Challenges & Solutions  = Measurement

1

Optimizing budgets against best customer prospects is the top priority for video campaigns

2

Economic uncertainty places a greater focus on effectiveness and efficiencies against best prospects

3

Most marketers are increasing their ABB investment during this time of challenging economic conditions

4

More marketers are integrating ABB as a key part of their TV strategy because it delivers on brand KPIs

5

Marketers know ABB works and are targeting over half their TV buys being implemented by this approach

6

Marketers are integrating ABB within their other modern buying strategies to optimize effectiveness and efficiencies

7

ABB allows marketers to tailor and adjust creative messaging by target segments

8

ABB enables marketers to engage with multiple target audiences across video platforms

9

ABB is driving business outcomes throughout the purchase funnel

10

Marketers are most likely to receive formal training and support from multiscreen TV companies

Click through any box to be brought directly to the appropriate section

20 insights on the current growth of audience-based TV buying

 = Impact of Economic Conditions  = Why ABB?  = Multiscreen TV As Market Leader  = ABB Challenges & Solutions  = Measurement

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Marketers rely on, and trust, multiscreen TV companies the most when it comes to learning about ABB

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Education and trust **are driving marketers'** increased familiarity with multiscreen TV ABB solutions

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While understanding of ABB is increasing, opportunities exist for continued education throughout the industry

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Organizational silos between video planning and buying continue

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Disconnects with the video budget allocation process also persist

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ABB adoption in linear TV continues to lag slightly behind digital video platforms

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Greater cross-platform measurement precision, customizable solutions and more education can spur ABB investment

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Over 50% of marketers use multiple currencies, leveraging Nielsen and another source, such as Comscore, for their audience-based TV buys

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Marketers are measuring ABB campaign success against upper and lower funnel metrics

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Marketers are utilizing several performance-based analytics solutions to achieve greater measurement precision

Click through any box to be brought directly to the appropriate section

Impact of Economic Conditions

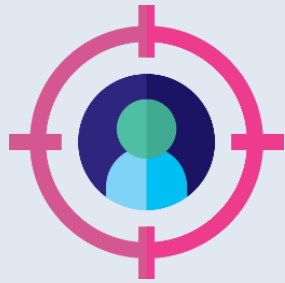
Economic uncertainty has focused marketers on investing in strategies that will achieve their KPIs which has led to greater adoption and increased investment of Audience-Based Buying



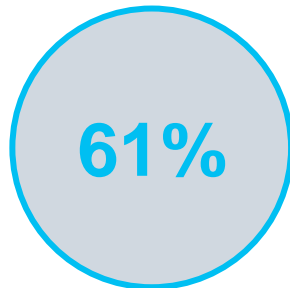
1

Optimizing budgets against their best customer prospects is the top priority for marketers' video campaigns

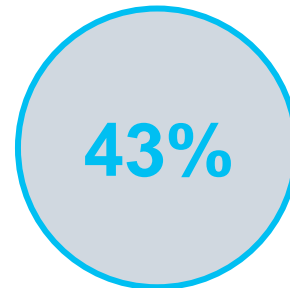
Most Important Priorities for Video Campaigns
% of respondents that ranked each between #1-3 in priority



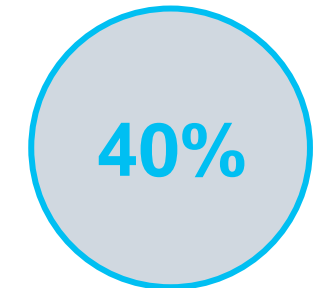
Reaching the Right Audience



Driving Cost Efficiencies



Maximizing 'Attention' Among Target Audience



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q15. Please rank the 3 most important priorities for your [companies/main client's] video campaigns (Rank 1-3; 1 = most important). Base = Total Respondents.

2

Economic uncertainty has placed a greater focus on strategies that deliver effectiveness and efficiencies against best customer prospects

Impact of Uncertain Economic Conditions on Video Investment Approach

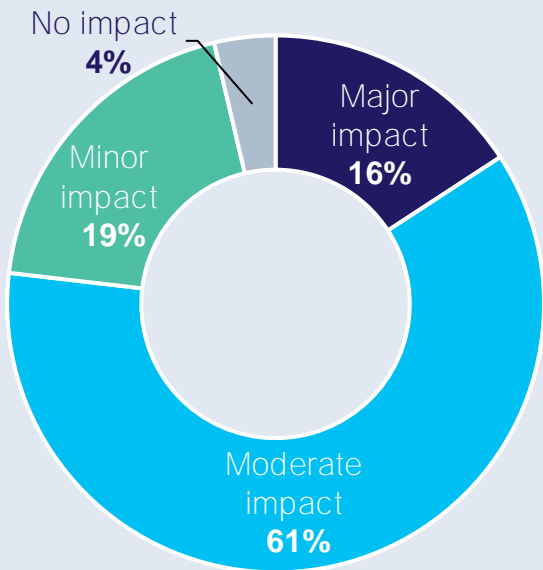
% of respondents who agree with the following statements



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q25. How much do you agree or disagree with the following statements regarding your [company's/main client's] video investment approach considering today's uncertain economic conditions? (strongly/somewhat agree). Base = Total Respondents.

3 In a challenging economy, most marketers are increasing their ABB investment to achieve their top campaign priorities through the funnel

Impact of uncertain economic conditions on ABB vs. traditional demographic-based buying
% of respondents



How uncertain economic conditions have impacted audience-based buying strategies*
% of respondents impacted by current economic conditions

Increasing investment in ABB TV to **target best customer prospects more precisely** while eliminating 'wasted' impressions

49%

Increasing investment in ABB TV to **drive upper-funnel outcomes** like brand awareness and consideration

41%

Increasing investment in ABB TV to **drive lower-funnel outcomes** like sales

37%

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q59. To what extent have current economic conditions (rising inflation, recession concerns) impacted [your/your main client's] TV campaign investment allocation between audience-based buying and traditional demographic-based buying? Base = 'Audience-Based Buying is a Key Part/Small Part/Testing Phase' (n=190). *Q59b. You mentioned that the current economic conditions have had at least some impact on [your/your main client's] TV campaign investment towards audience-based buying. How have these conditions changed [your/your main client's] audience-based buying strategies? Base = 'Economic Conditions have had an Impact' (n=183).

4

As budgets are scrutinized, more marketers are integrating ABB as a key part of their TV strategy because it delivers on brand KPIs

▶ This increase represents a shift of advertisers who were using ABB as a 'small part' of their TV strategy in Wave 1 and are now using it as a 'key part' in Wave 2. Overall, 90%+ of TV advertisers are using ABB to some degree



39%

of marketers say audience-based buying is a **key part of their TV strategy**

(2023, wave 2)

33%
2021 (Wave 1)



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Wave 1 fielded March 23 – 31, 2021 (n=211). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q70. Which of the following best describes your (company's/main client's) current approach to audience-based buying for TV advertising? (key part of my TV strategy – 39%; small part of my TV strategy – 29%; testing it to determine role in TV strategy – 23%; not currently using it as party of my TV strategy – 10%). Base = Total Respondents.

5

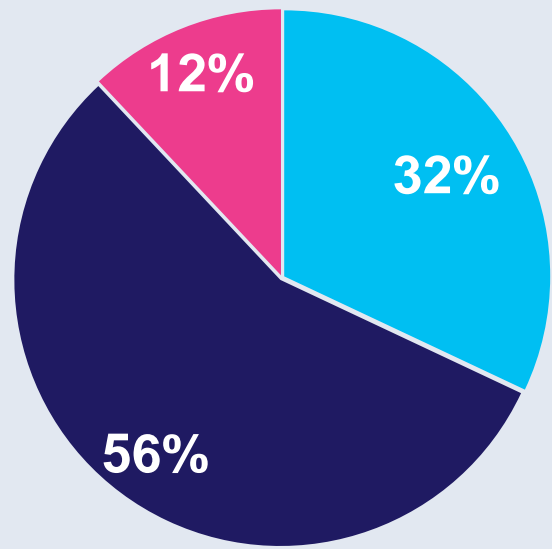
Marketers know ABB works and are targeting a goal of over half their TV buys being implemented by this approach for future campaigns

▶ An increasing percent of advertisers (23%) are also currently testing audience-based buying (vs. 20% in wave 1)* and many, who are emboldened by their campaign results, are already planning to increase their investment share for this approach moving forward

What percentage of your current TV campaign is being activated via audience-based buying and what is your anticipation for future campaigns?

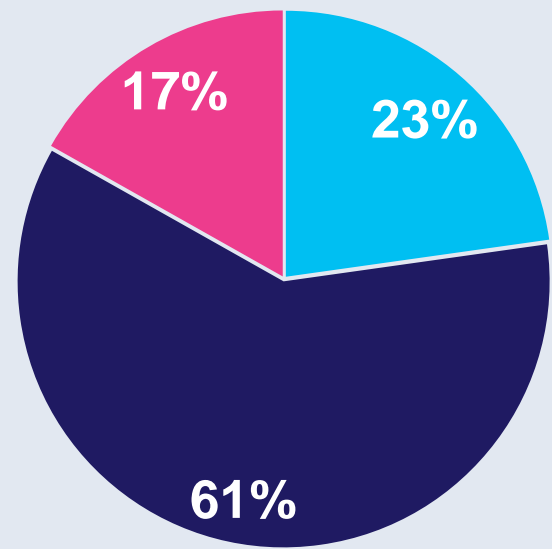


Current Plans



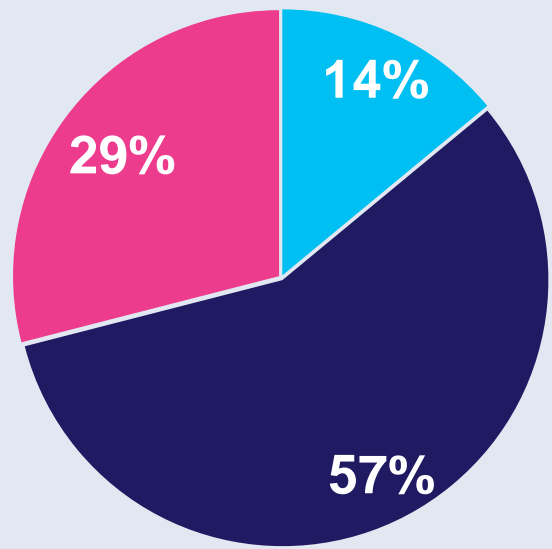
45% mean average

In 12 Months



51% mean average

Ideal Buy Allocation



57% mean average

Source: VAB / Spectrum Reach / Advertiser Perceptions 'ABB Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Wave 1 fielded March 23 – 31, 2021 (n=211). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q58. Approximately what percentage of your (company's / main client's) current TV campaign buys is being activated via audience-based buying versus traditional demographic/content-based buying? What share do you anticipate will be activated each way 12 months from now? What allocation of each type of buying do you think would be ideal? Base = 'Audience-Based Buying is a key part/small part/testing for TV' (n=190). *Q70. Which of the following best describes your (company's/main client's) current approach to audience-based buying for TV advertising? Base = Total Respondents.

Why Audience-Based Buying?

Marketers are integrating Audience-Based Buying into their modern media strategies to optimize campaign effectiveness and creative impact against target segments across platforms which drives full-funnel outcomes



6

Many marketers are integrating ABB within their other modern TV buying strategies to optimize campaign effectiveness and efficiencies

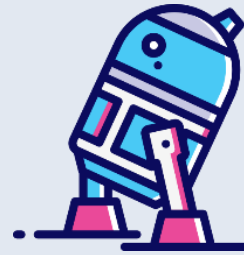
How does audience-based buying fit within your overall targeting & personalization strategies for TV?

% of respondents using ABB



51%

“Audience-based TV buying is a part of our shift from traditional, GRP-driven TV buying to **an impressions-based TV buying approach**”



52%

“Audience-based TV buying is included in our current **programmatic initiatives**”



48%

“Audience-based TV buying is included in our **addressable initiatives**”

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q135. How does audience-based TV buying fit in with your [company's /main client's] overall targeting & personalization strategies for TV? Base = 'Audience-Based Buying is a key part/small part/testing for TV' (n=190).

7

Audience-based buying allows marketers to easily tailor and adjust creative messaging by target segments for optimal campaign impact

% of respondents who agree with the following statements regarding campaign creative



91%

“Creative messaging can have a **significant impact on the success** of an audience-based TV campaign”



80%

“Aligns creative messaging with **contextually relevant TV programming** that targets audience segment(s)”



74%

“Frequently adjusts creative to be **tailored for specific audience-based campaigns**”

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q152. Thinking about your [company's/main client's] creative, how much do you agree or disagree with the following statements? (strongly/somewhat agree). Base = Total Respondents.

ABB enables marketers to seamlessly engage with multiple target audiences across platforms beyond linear TV

- ▶ Also, **82%** of marketers prioritize advertising with media platforms they consider to be 'premium' to ensure ABB TV campaigns run in a brand-safe environment across platforms (linear TV, CTV, mobile, desktop)*

Tactics currently being used within audience-based TV buying strategies

% of respondents using ABB



49%

Campaign is running **across different platforms / screens** beyond linear TV



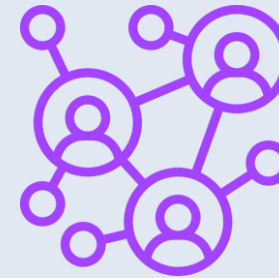
44%

Targeting **multiple audiences** in order to **focus on best customer** prospects



43%

Using audience data to **inform which networks** we buy



41%

Targeting **different audiences across different screens**



31%

Using an **audience-based TV buying self-serve platform** developed by a media partner

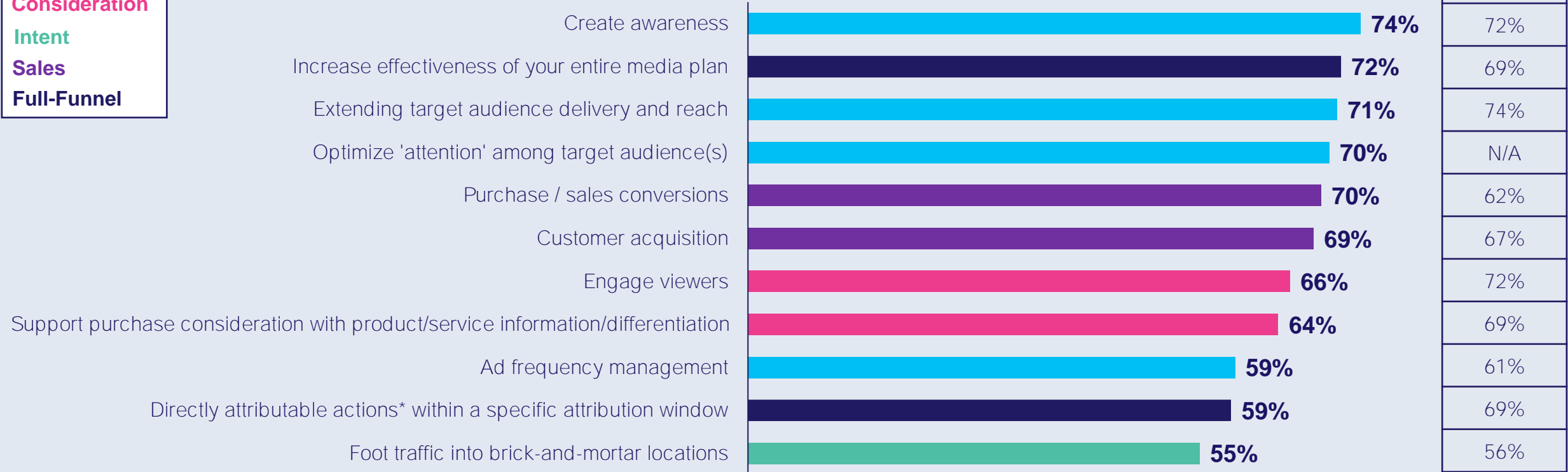
Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q140. What tactics is your [company/main client] currently using within [their/your] audience-based TV buying strategies? Base = 'Audience-Based Buying is a key part/small part/testing for TV' (n=190). *Q154. Thinking about the impact of brand safety on [your/your main client's] implementation of audience-based TV campaigns, how much do you agree or disagree with the following statements? (strongly/somewhat agree). Base = Total Respondents.

9

Marketers are continuing to implement ABB within their TV strategy because it drives business outcomes through the purchase journey

% of respondents who believe audience-based TV buying can impact each of the following KPIs
(2023, Wave 2)

Awareness
Consideration
Intent
Sales
Full-Funnel



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Wave 1 fielded March 23 – 31, 2021 (n=211). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q150. To what extent do you believe audience-based buying of TV advertising can impact each of the following KPIs? (extremely impactful / very impactful). Base = Total Respondents. Note: 'N/A' indicates addition to wave 2 study, no comparison to wave 1 available. *such as site visits, sign ups, login ins, downloads.

Multiscreen TV As Market Leader

Marketers are relying more on multiscreen TV companies to learn about Audience-Based Buying and this trust is improving their familiarity with multiscreen TV solutions



10

Marketers are more likely to receive formal training and support from multiscreen TV companies than any other industry resource

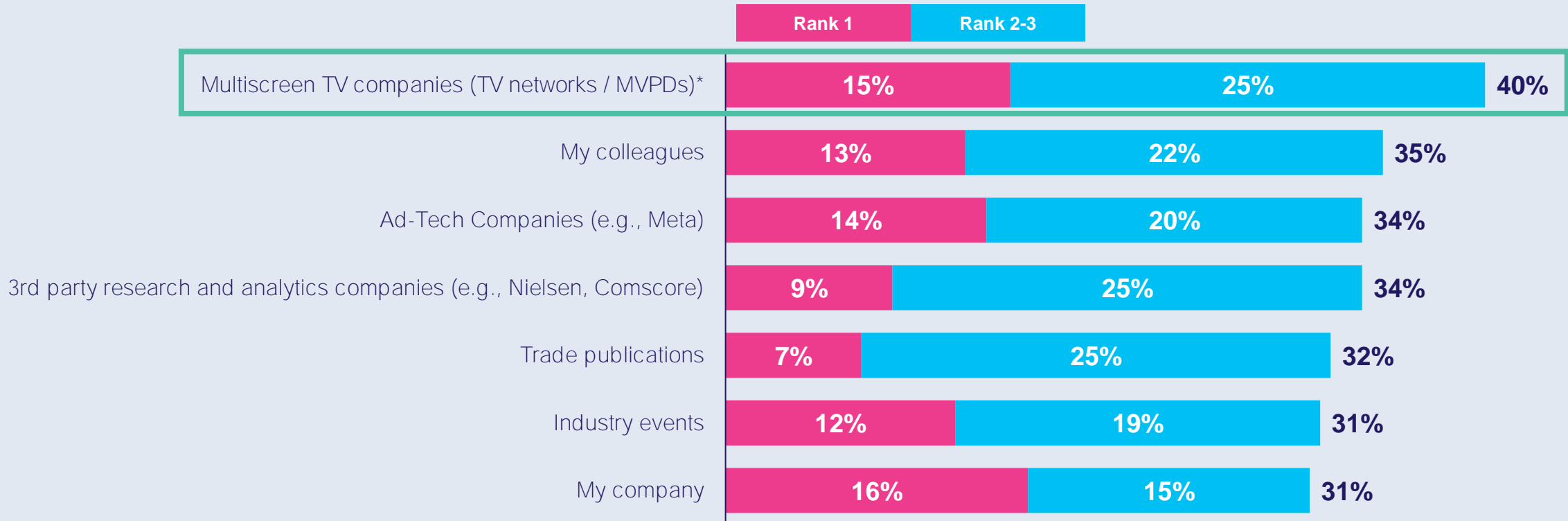
▶ Additionally, 43% of marketers most often hear about audience-based buying through their engagement with multiscreen TV platforms (+11 percentage point increase vs. wave 1)*

Which of the following sources have you received training and support from regarding the different aspects of audience-based TV buying?		vs. 2021 Wave 1 (%)
	% of respondents (2023, Wave 2)	
Individual training / training course / program offered by a multiscreen TV company (TV networks / MVPDs)	45%	N/A
Individual training / training course / program offered by an independent third-party data company (e.g., Nielsen, Comscore)	36%	27%
Individual training / training course / program offered by a large ad tech company (e.g., Meta, Google)	36%	29%
Formal internal training program offered by your company	32%	27%
Informal internal training provided by a colleague	30%	36%
None	13%	19%

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Wave 1 fielded March 23 – 31, 2021 (n=211). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q155. Which of the following sources have you received training and support from regarding the different aspects of audience-based TV buying (e.g. planning, execution, measurement, etc.)?. Base = Total Respondents. 'Multiscreen TV company' includes multiscreen TV networks (e.g., CBS, NBC, ESPN, Discovery) and MVPDs (e.g., Comcast/Effectv, Charter/Spectrum, Cox, DirecTV). Note: 'N/A' indicates addition to wave 2 study, no comparison to wave 1 available. *Q50. Where do you most often hear 'audience-based buying' and the terms associated with it being discussed? Base = Total Respondents.

Marketers rely on, and trust, multiscreen TV companies the most when it comes to learning about ABB implementation and execution

Top 3 sources that have been the most knowledgeable & helpful for training / support around different aspects of ABB
 % of respondents, sorted by 'rank 1-3'



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q155b. Please rank the top 3 sources that have been the most knowledgeable and helpful regarding training and support around the different aspects of audience-based TV buying (e.g., planning, execution, measurement, etc.)? (Rank 1-3: 1 = Most knowledgeable and helpful.) Base = 'Training and Support Received on Different Aspects of Audience-Based TV Buying' (n=182). Note: the language in this survey question was updated from how it was asked in wave 1, therefore it is not trendable. **Multiscreen TV companies' includes multiscreen TV networks (e.g., CBS, NBC, ESPN, Discovery) and MVPDs (e.g., Comcast/Effectv, Charter/Spectrum, Cox, DirecTV).

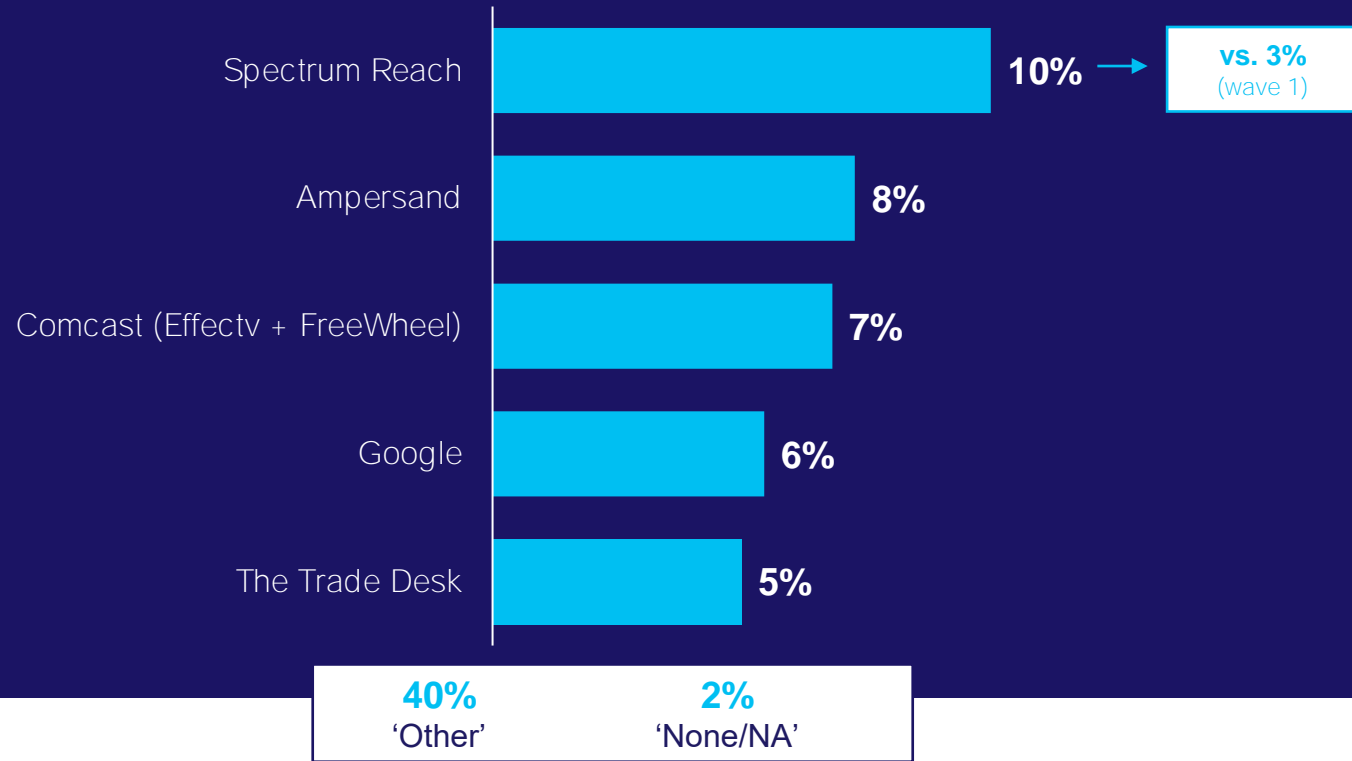
More educational opportunities and higher trust levels are increasing marketers' familiarity of multiscreen TV solutions

% of respondents who are familiar with any multiscreen TV audience-based buying platforms / solutions currently in the marketplace
(2023, wave 2)

54%

43%
(2021, wave 1)

Top 5 multiscreen TV audience-based buying platforms / solutions marketers are familiar with*
% of respondents (open-ended*)



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023; Wave 1 fielded March 23 – 31, 2021 (n=211). (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q175. Are you familiar with any multiscreen TV audience-based buying platforms / solutions currently in the marketplace? *Q175a. Which multiscreen TV audience-based buying platforms or solutions are you familiar with? Base = Total Respondents. *Open-ended means that respondents could write-in the platforms / solutions that they are familiar with, instead of selecting from a list of multiple-choice options. 'Other' represents platforms that garnered less than 1% of mentions from respondents.

ABB Challenges & Solutions

Knowledge, organizational silos and splintered budget allocations continue as obstacles to greater Audience-Based Buying investment but could be overcome by greater measurement precision, customized buying solutions and continued education



13

While there is improvement, some marketers are still working towards understanding the in-depth principles of an audience-based approach

- ▶ To gauge their knowledge, we asked marketers to select the correct definition for audience-based TV buying among six options that represented well-known industry-related terms



36%

of marketers correctly identified the precise definition of Audience-Based TV Buying
(2023, wave 2)

“Segmenting viewers **beyond traditional demographics** to target a group of consumers based on **behavioral, attitudinal, lifestyle** and/or **transactional data**”

vs. 33%

(2021, wave 1)

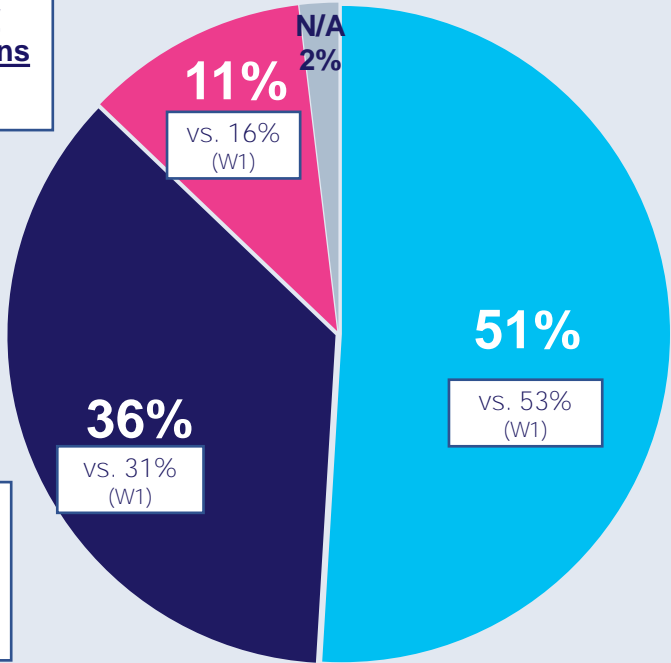
Source: VAB / Spectrum Reach / Advertiser Perceptions ‘Audience-Based Buying Survey,’ February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Wave 1 fielded March 23 – 31, 2021 (n=211). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q45. Which of the following best defines TV ‘audience-based buying’? Base = Total Respondents. The other possible selections included definitions based on ‘dynamic ad insertion (12%),’ ‘third-party data (10%),’ ‘impressions-based buying (10%),’ ‘interactive advertising (10%),’ ‘traditional demo-based buying (10%),’ ‘other (12%),’ ‘none of the above (1%).’

Organizational silos remain, as half of all marketers say their multiscreen video is planned and bought by different teams



How does your organization approach planning and buying video?
(TV, OTT, digital video)

Planning / strategy and buying are **done by separate organizations** (or agencies)



Linear TV and digital video are **planned and bought together** through the same team

Linear TV and digital video are **planned and bought separately** within one organization

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Wave 1 fielded March 23 – 31, 2021 (n=211). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q1. Which of the following best describes how your [company/main client] approaches planning and buying video (TV, OTT, digital video)? Base = Total Respondents. 'W1' = wave 1. N/A = not applicable / not sure (only brand marketers gave this as a response).

15

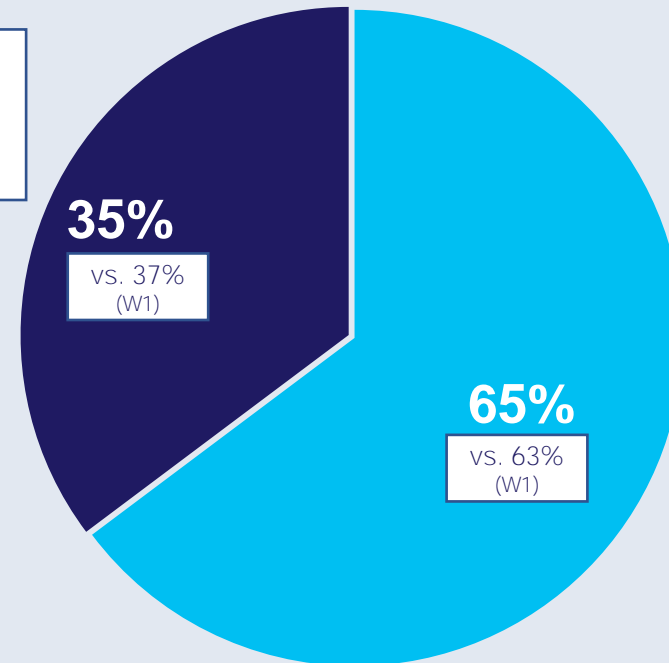
Disconnects in the investment process also persist, with linear TV and digital budgets still being allocated separately for a third of marketers



What best describes your organization's video investment approach?

% of respondents
(2023, Wave 2)

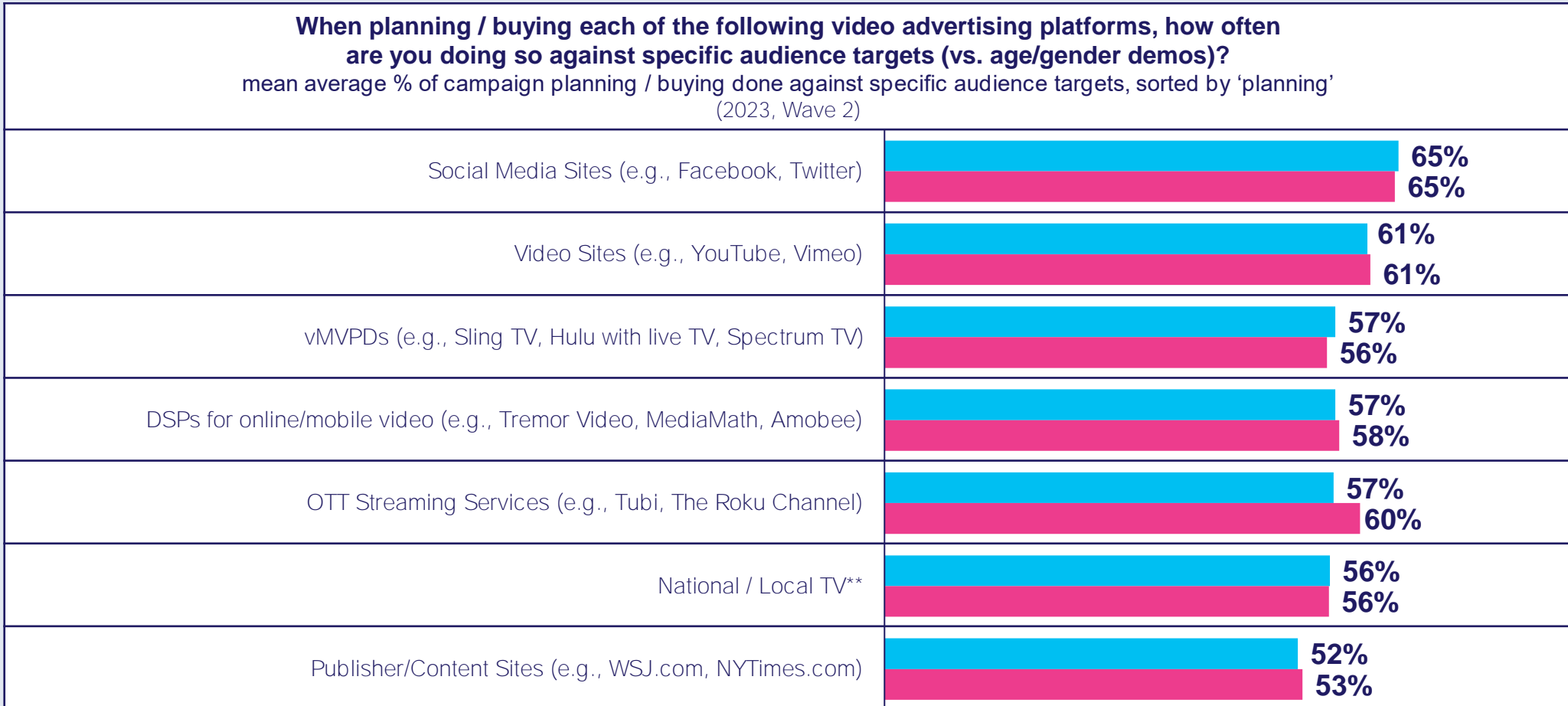
Linear TV and digital video spending are allocated from **separate budgets**



Linear TV and digital video spending are allocated from the **same budget**

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Wave 1 fielded March 23 – 31, 2021 (n=211). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q5. Which of the following best describes your [company's/main client's] video investment approach? Base = Total Respondents. 'W1' = wave 1.

ABB adoption for linear TV continues to lag slightly behind digital video platforms which may be due to existing organizational silos



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 1 fielded March 23 – 31, 2021 (n=211); Wave 2 fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q60. When planning each of the following video advertising tactics, how often are [you/your main client] planning against specific audience targets versus age/gender demos? Base = Total Respondents. *Q65. When buying each of the following video advertising tactics, how often are [you/your main client] buying against specific audience targets vs. age/gender demos? (mean average of '100%' / '75%' / '50%' / '25%' / '0%' of the time selection set). Base = Total Respondents. **National TV includes broadcast / cable; Local TV includes (broadcast/cable via MVPDs including Charter/Spectrum, Comcast/Effectv, Cox, DirecTV).

Greater cross-platform measurement precision, customizable local solutions and continued education can spur increased investment

Which of the following would encourage you to increase your investment in audience-based TV buying?		vs. 2021 Wave 1 (%)
% of respondents (2023, wave 2)		
Development of better performance metrics solutions (e.g., full-funnel attribution, etc.)	43%	50%
Ability of platforms to offer customized audience-based buying recommendations by regional / local markets	40%	NA
Having a better understanding of benefits and how it works	40%	46%
Unified measurement across media platforms	40%	44%
Change in direction / campaign objectives	32%	33%
Introduction of a new advanced solution or offering in the market	32%	36%
Incentives provided by media companies	29%	33%
Organizational mandate	28%	25%
Unexpected external factors (e.g., current events, brand safety/privacy issues, etc.)	26%	24%

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023. Wave 2 fielded January 11 – 27, 2023 (n=210); Wave 1 fielded March 23 – 31, 2021 (n=211). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q130. Which of the following would encourage (you/your main client) to increase (your/their) investment in audience-based TV buying? Base = Total Respondents. Note: 'NA' indicates addition to wave 2 study, no comparison to wave 1 available.

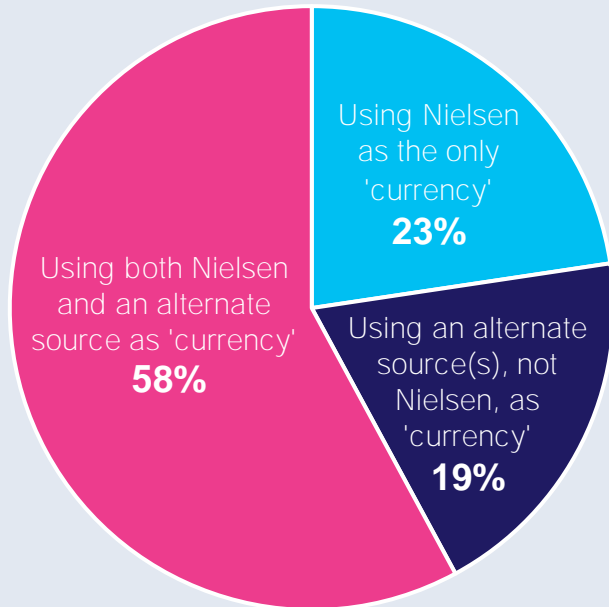
Measurement

Modern solutions are being integrated into audience-based TV buys to enhance measurement precision and analyze campaign impact across the purchase funnel

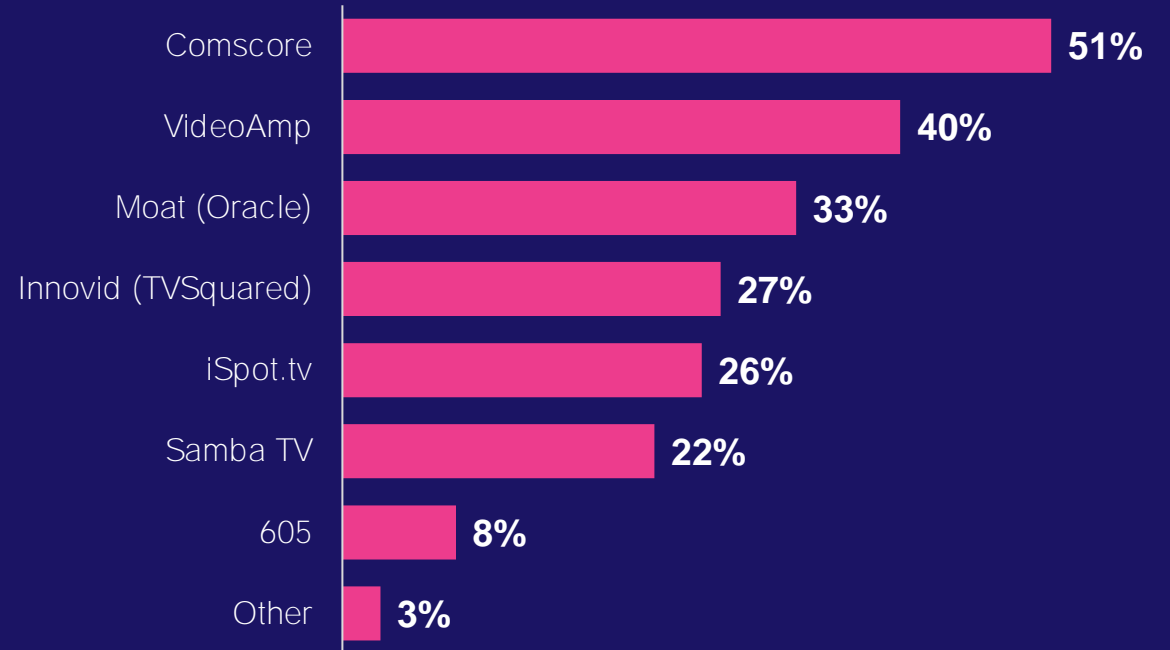


Most marketers use Nielsen and an alternative as ‘currency’ for their audience-based TV buys, with Comscore being the top source

‘Currency’ Used for Audience-Based TV Buys
% of respondents using ABB



Alternate ‘Currency’ Used for Audience-Based TV Campaigns*
% of respondents using alternate ‘currency’ sources



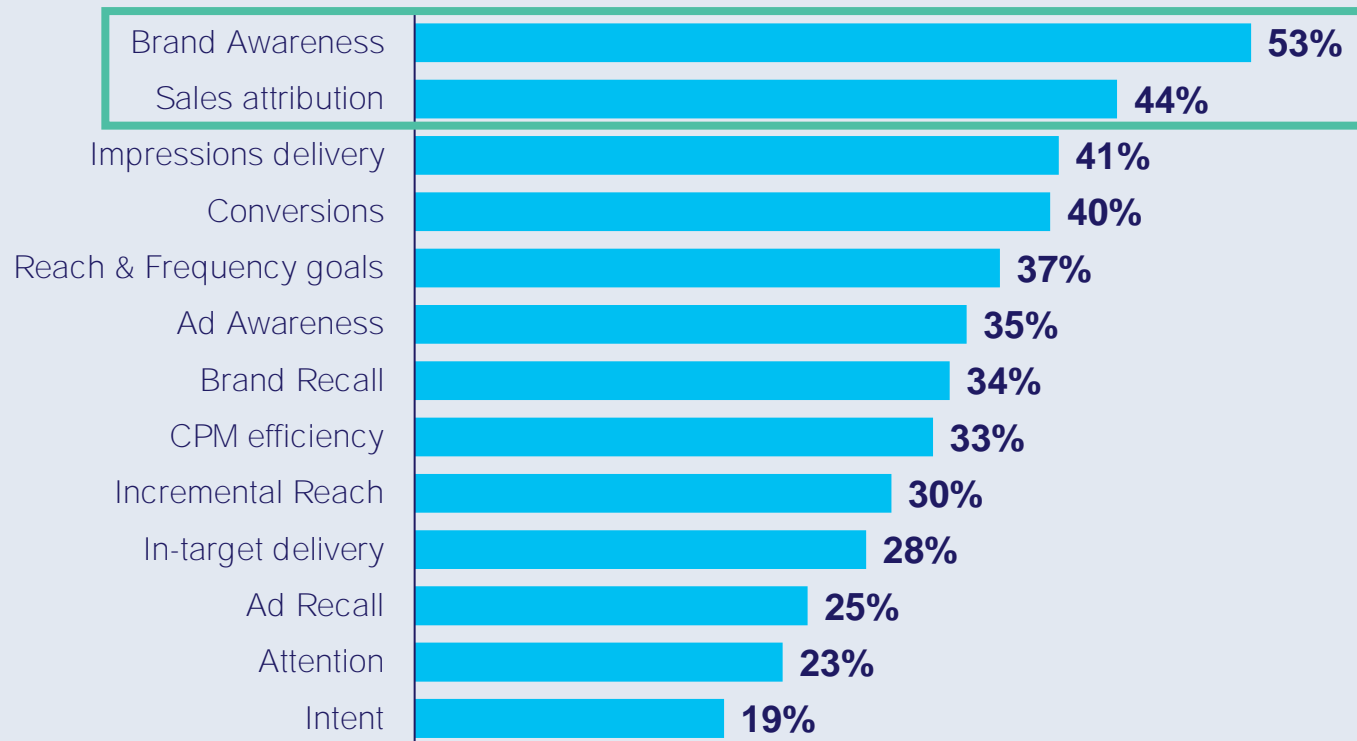
Source: VAB / Spectrum Reach / Advertiser Perceptions ‘Audience-Based Buying Survey,’ February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q240. Which of the following best describes how you’re transacting on your audience-based TV buys? Base = Audience-Based Buying is a Key Part/Small Part/Testing Phase (n=190). *Q240b. Which of the following alternate ‘currency’ sources is your [company/main client] using for audience-based TV campaigns? Base = ‘Using Alternate or Nielsen currency for audience-based TV campaigns’ (n=147).

19

Beyond audiences, marketers are measuring ABB campaign success against both upper and lower funnel metrics, from awareness to sales



How are you measuring success for your audience-based buying TV campaigns?
% of respondents using ABB

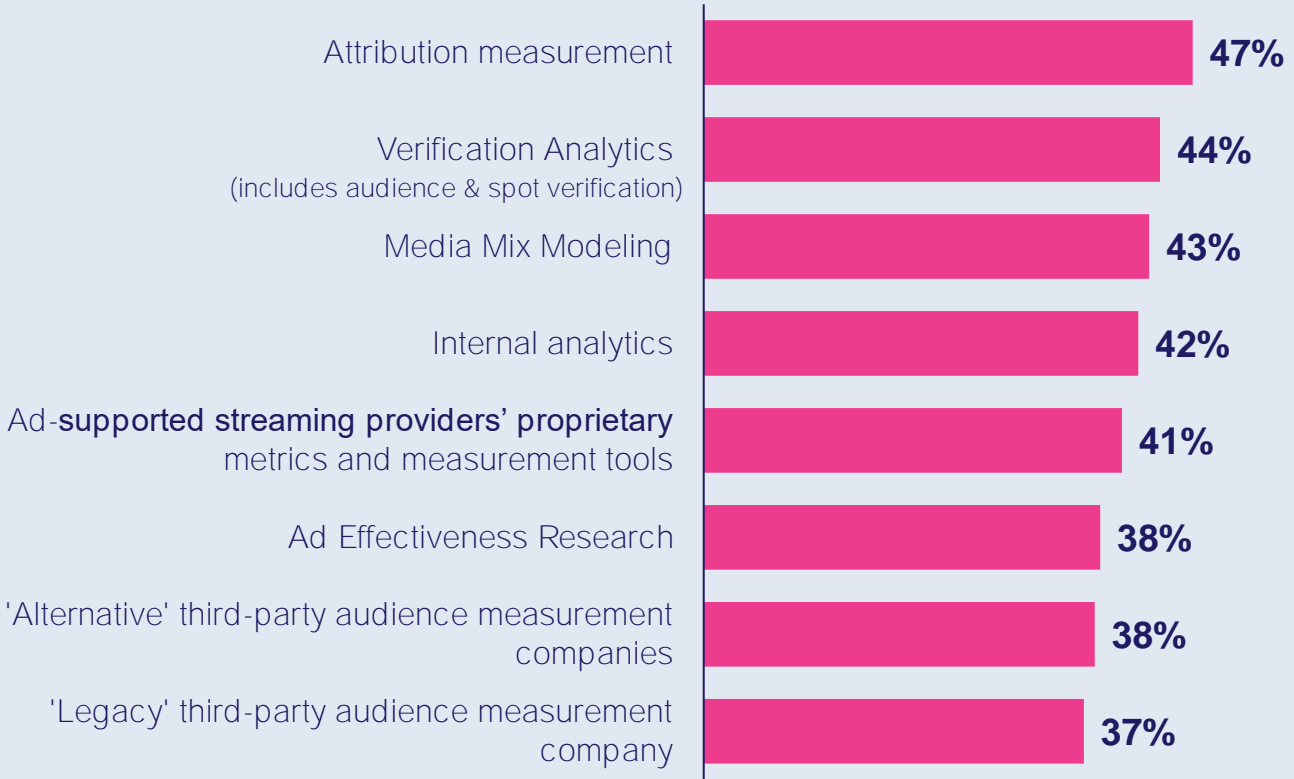


Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q235. How are you measuring success for [your/ your main client's] audience-based buying TV campaigns? Base = Audience-Based Buying is a Key Part/Small Part/Testing Phase (n=190). Other – 1%; None – 1%.

Marketers are utilizing attribution, verification and modeling analytics to achieve greater measurement precision of their ABB TV campaigns

What audience measurement tools / solutions are you leveraging to support your audience-based TV campaigns?

% of respondents using ABB



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. Q220. What audience measurement tools/solutions is your [company/main client] leveraging to support your audience-based TV campaigns? Base = 'Audience-Based Buying is a Key Part/Small Part/Testing Phase' (n=190).

Key Takeaways for Marketers

A few major themes emerge when exploring the 20 insights on Audience-Based TV Buying

- ▶ By tailoring campaigns and creative to specific audiences, brands are able to focus on their best prospects through audience-based buying, which helps them achieve their KPIs – even more critical in times of economic uncertainty
- ▶ Greater adoption of audience-based buying has been driven through innovation strategies of testing new ways to plan and buy TV campaigns
- ▶ Brands are harnessing the full benefits of audience-based TV buying because it delivers on both upper-funnel (e.g., awareness) and lower-funnel (e.g., sales) metrics to optimize effectiveness and efficiency
- ▶ Brands are leaning on multiscreen TV companies (i.e., MVPDs and TV networks) to provide best practices and proven campaign results. These companies have emerged as leaders in audience-based TV buying.
- ▶ The need for brand performance metrics throughout the funnel is driving marketers to seek greater measurement precision through modern solutions **inclusive of audience ‘currency’**

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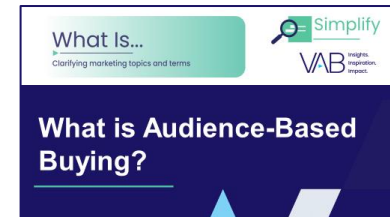
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Discover more

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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.

About Spectrum Reach

Spectrum Reach®, the advertising sales business of Charter Communications, Inc. (NASDAQ:CHTR), provides custom advertising solutions for local, regional and national clients.

Operating in 36 states and 91 markets, Spectrum Reach creates scalable advertising and marketing services driven by aggregated and de-identified data insights and award-winning creative services.

BRAND PILLARS

We grow businesses of all sizes with access to the best content, insights, products, and people. Here's how we do it:



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Additional information about Spectrum Reach can be found at SpectrumReach.com

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Custom Study Methodology



VAB and Spectrum Reach commissioned *Advertiser Perceptions* to conduct an online survey between January 11 – 27, 2023.

The results are based on 210 U.S. respondents of brand marketer and agency contacts from Advertiser Perceptions' Ad Pros Community with a wide range of annual total advertising budgets (\$10K - \$250 MM+) across a variety of market sectors (e.g., retail, financial, auto, food / dining, healthcare, technology, entertainment, etc.)

Respondent Qualifications:

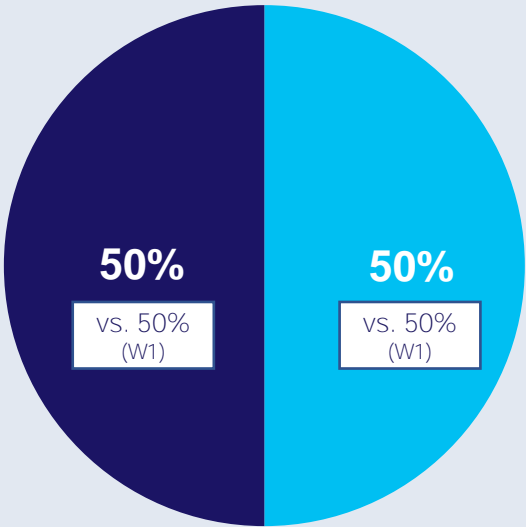
- ▶ Advertising decision maker involved in TV and/or digital video advertising campaigns
- ▶ National / Regional sales focus
- ▶ Mix of job titles (junior, mid, senior level)
- ▶ Mix of independent ad agencies and holding companies



Survey respondents are evenly split between brand and agency marketers with a skew towards mid-and-senior level job responsibilities

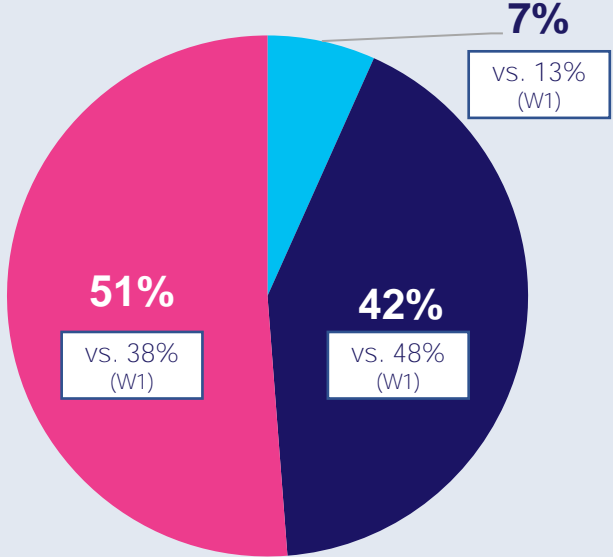
Marketer Type

■ Brand ■ Agency



Job Title*

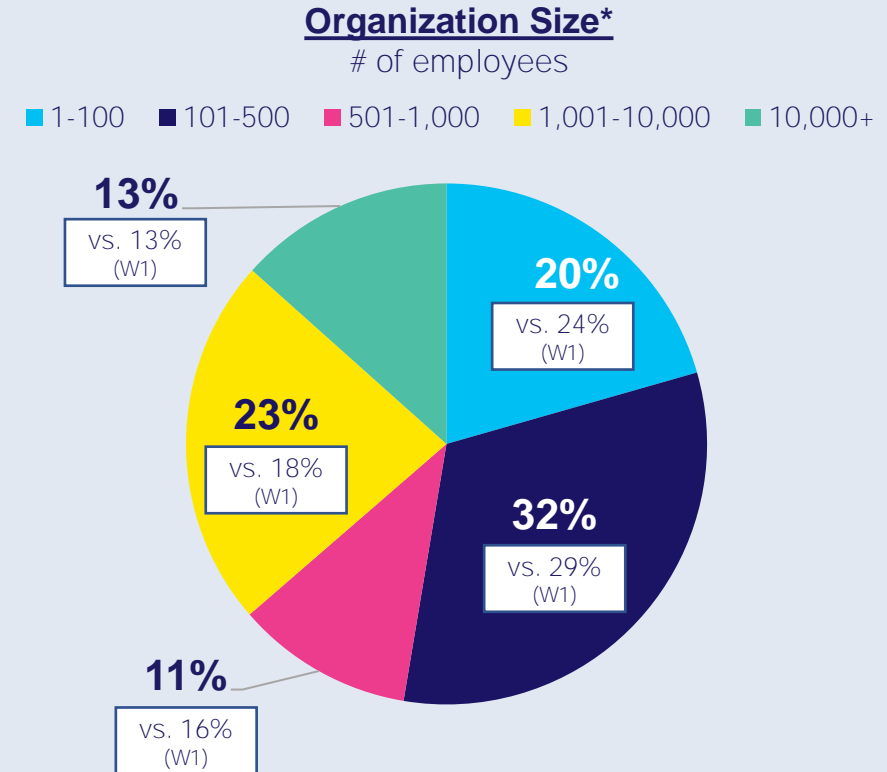
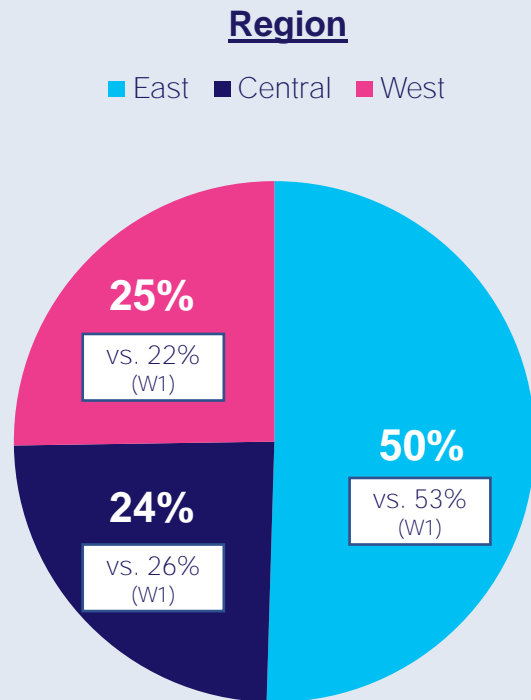
■ Junior Level ■ Mid Level ■ Senior Level



Senior Level: C-Level, President, EVP, SVP, VP
 Mid Level: Director, Supervisor/Department Head/Group Manager
 Junior Level: Manager, Strategist, Associate, Analyst, Buyer, Planner

Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. QS25. What type of company do you currently work for? *QS5. What is your job level/title? Base = Total Respondents. 'W1' = wave 1.

Survey respondents are primarily from the eastern U.S. with a nearly equal split between central and western U.S. and they represent a mix of small, mid-sized and large companies from a personnel perspective



Source: VAB / Spectrum Reach / Advertiser Perceptions 'Audience-Based Buying Survey,' February 2023, fielded January 11 – 27, 2023 (n=210). Survey base: Advertising decision-makers who are involved in buying or planning digital video, cable / broadcast TV, or advanced TV. OS1. In which state do you primarily work? *Q260. How many people are employed at your company (all locations)? *W1' = wave 1.