

# VABInspire

**Virtual Learning Series  
Winter 2021**

## **Realize the Power of Cross-Platform TV Advertising:**

Exploring the Roles of Measurement, Outcomes  
& Audience in the New Wave of TV

in partnership with

**tv squared**



# Today's speakers



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# What you'll learn today...

1 How to define TV today and the market factors responsible for reinventing it

2 Cross-platform measurement and what to look for to make your data-driven TV strategy successful

3 Examples of how TV-first and digital-first advertisers leaned into the new world of advanced TV

# TV has been redefined

cross-channel | cross-platform | cross-screen

If you don't think about TV differently,  
you will miss a large portion  
of your audience



Watches Live  
Cable



Views Live Content  
Via Apps



Streams on  
Roku



Watches Video on  
Demand



Accesses Hulu  
on Smart TV



Watches "The Bachelor"  
in-app

## Market Factors



### **TV viewing has changed**

Need to track customer journey and audiences through the purchase funnel to conversion

# Consumers have experimented with new platforms and discovered the full functionality of their devices

% of respondents who agree with the statement  
P18+



**66%**

**“I am more open to trying new types of media”**  
(e.g. new streaming services, podcasts, social media platforms, etc)



**54%**

**“I have learned how to use more features on my smart TV or a TV related device/platform”**



**36%**

**“I have added a new streaming service”**  
(i.e., Apple TV+, Disney+, Netflix, etc.)

Source: VAB's '[As Time Goes By: How Media Consumption Is Helping America Cope](#)'. VAB / Lucid 'Media Usage In The Time of COVID-19 Survey,' April 2020. Survey base: P18+ & household subscribes to cable, telco, internet TV or satellite TV (n=1,004). Q9: Thinking of your behavior during the COVID-19 Pandemic, please indicate below how much you agree or disagree with the following statements. Q10: Since the COVID-19 Pandemic, have you done any of the following? Note: Percentages don't add to 100% because it excludes "none of the above" response.

## Market Factors

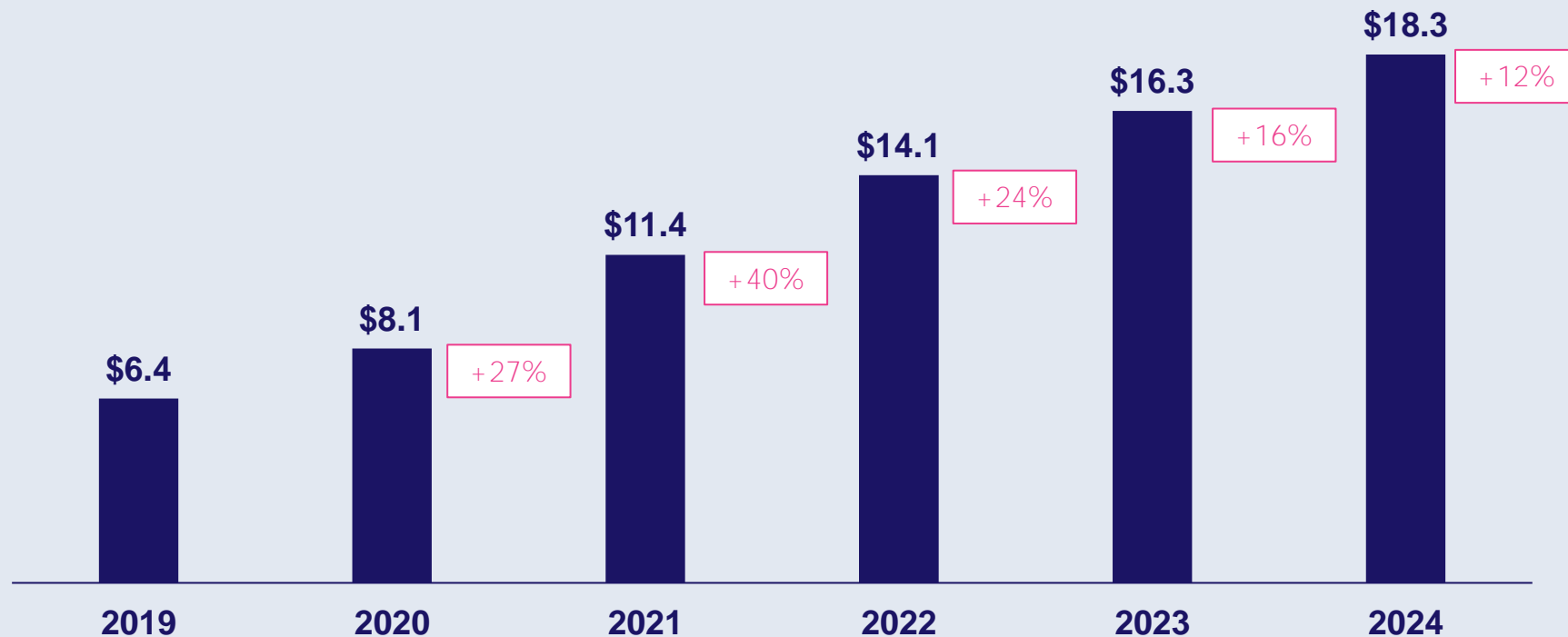


### **Industry demands modern currencies**

Proof of performance is a priority across all platforms, channels and devices

# With a surge of ad spend during the pandemic, CTV shows no sign of slowing down as marketers race to catch up to consumer viewing

## U.S. Connected TV Ad Spending Projections (in billions)



Source: eMarketer, October 2020. Note: digital advertising that appears on connected TV devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising.

## Market Factors



### **Buy-side and sell-side have same needs**

Precise digital metrics available in near-real time  
and tied directly to outcomes and audiences

# To capture nimble, multiplatform viewers, both buyers and sellers recognize the need to prioritize precision targeting and measurement

groupm

“My expectations are that we will **accelerate the migration toward audience-based, holistic video commitments**. The media partners that lean into data needed for planning, optimizations and measurement will **reap the benefits**.”

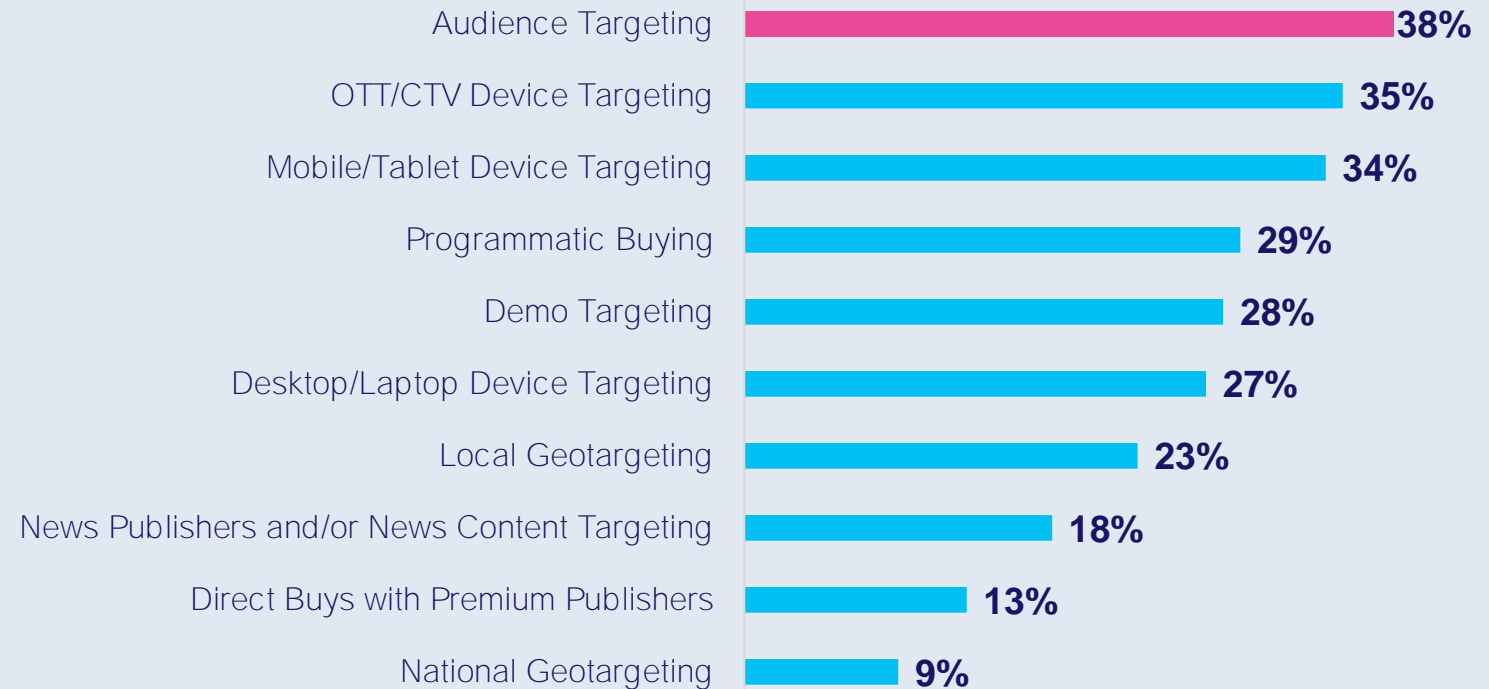
Matt Sweeney, CIO, GroupM  
(Adweek, 12/28/20)

A+E  
NETWORKS

“The most important thing we need to do is **embrace a currency that accounts for the total audience**. Purchasing behavior is so different than when these legacy demos were created, it is no longer tenable to maintain A18-49 and A25-54,”

Peter Olsen, EVP, Ad Sales, A+E Networks  
(Adweek, 12/28/20)

## % of Buyers Who Plan To Increase...



Source: IAB, *Coronavirus Ad Spend Impact: Buy Side*, 3/27/20. Q: Please indicate whether you plan to increase, decrease or make no change regarding usage of any of the following tactics. Base: Yes to advertising tactical changes, n=164.

## Market Factors



### **Impressions are the new reality**

The TV industry needs precise analytics to support 1:1 deterministic measurement and attribution

# Brands who measure success through data-driven business outcomes, rather than demos, have experienced tremendous growth

## Average monthly unique adult 50+ visitors increase by digital platform

6-month average YoY comparison: Apr-Sep '19 vs. Apr-Sep '20



**+35%**

(+307K avg monthly UVs)



**+26%**

(+253K avg monthly UVs)



**+89%**

(+919K avg monthly UVs)



**+18%**

(+1.2MM avg monthly UVs)

**DOORDASH**

**+30%**

(+1.7MM avg monthly UVs)



**+28%**

(+198K avg monthly UVs)



**+9%**

(+118K avg monthly UVs)

**WARBY PARKER**

**+35%**

(+235K avg monthly UVs)



**+30%**

(+5.7MM avg monthly UVs)



**+20%**

(+6.7MM avg monthly UVs)

Source: VAB analysis of Comscore MediaMetrix Media Trend multiplatform (desktop + mobile) data, April 2019 – September 2019 vs. April 2020 – September 2020, P50+, total digital population, total monthly unique visitors/viewers. Percentages = average monthly unique visitors increase between the two 6-month time periods.

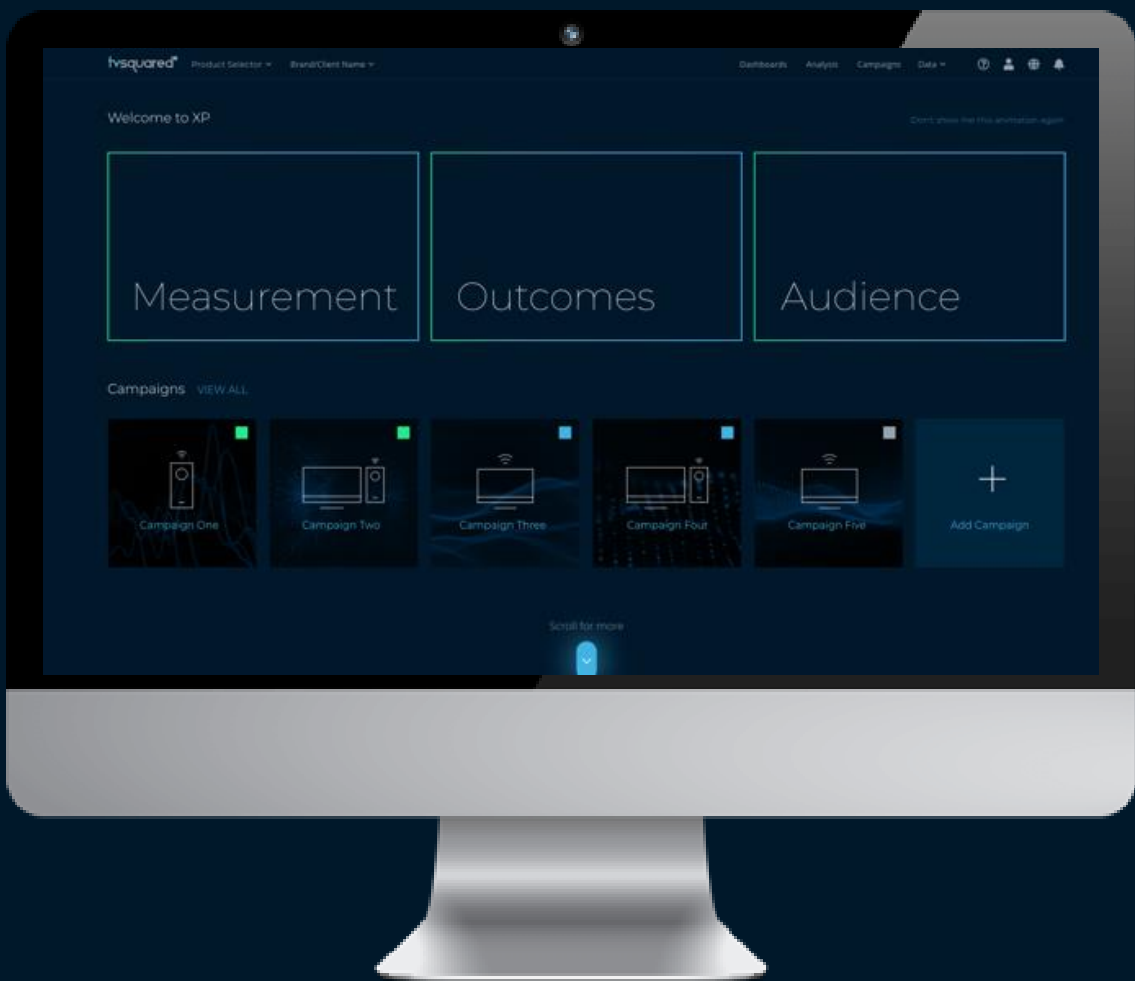
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# Introducing ADvantage XP



## Infinite Scale

census-level data and large scale publisher footprint with 50+ OTT partners



## Measurement uniformity

across channels, platform, device and identity partners



## Unified platform

for impression-based TV advertising including linear, addressable and OTT/CTV campaigns



## From DTC to CPG, QSR

full-funnel brand and performance metrics including reach and frequency, reach extension to audience and online and offline outcomes



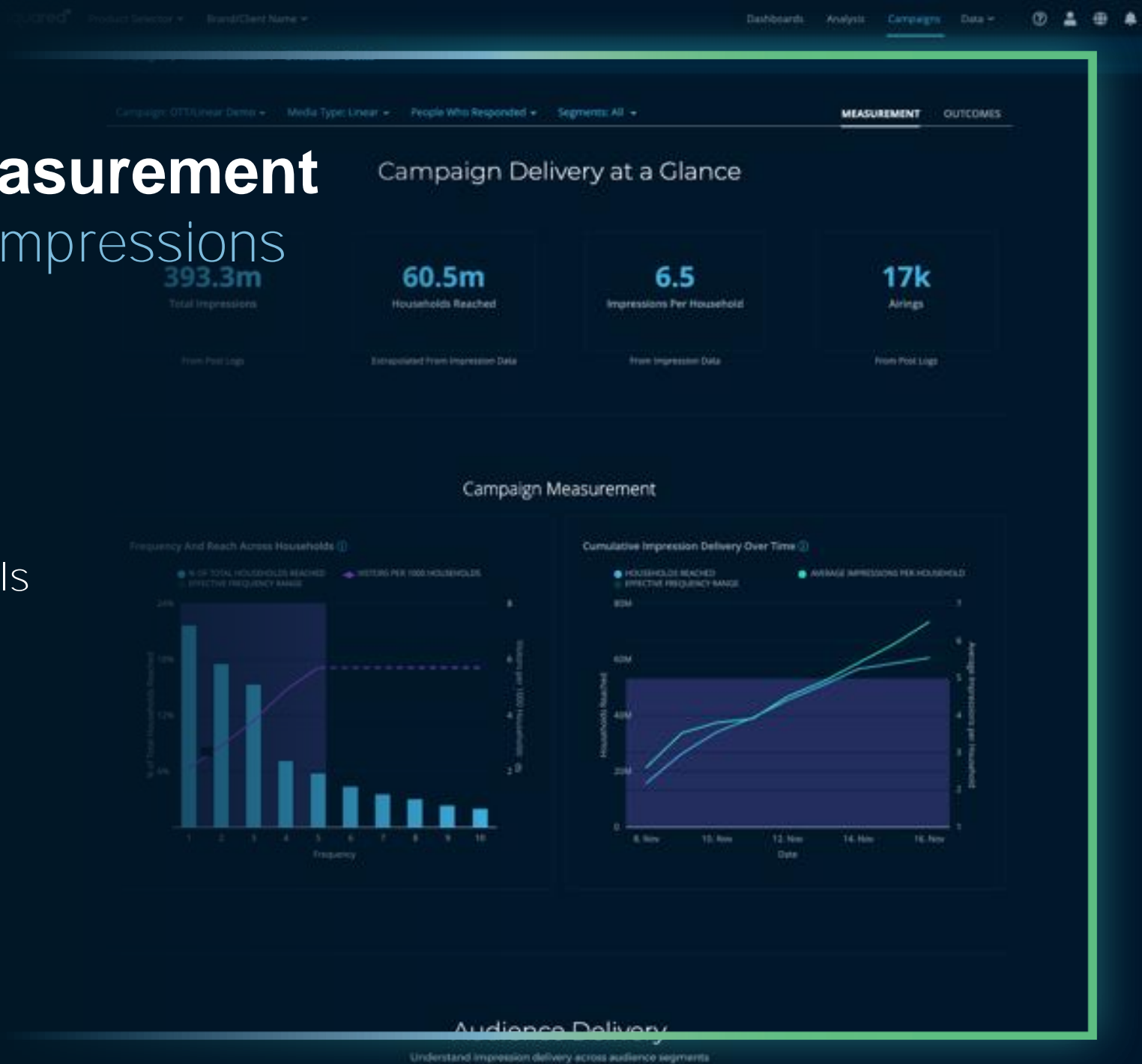
## Always-on measurement and outcomes

analytics that inform activation for inventory and audience

# Cross-Platform TV Measurement

From ratings and spots to impressions

- Point of diminishing return
- Understanding the overexposed
- Optimal frequency to achieve KPIs
- Capping frequency by publisher



# Cross-Platform TV Measurement

From audience fragmentation to quantified reach extension

## Campaign Delivery at a Glance

**97.5m**  
Total Impressions

**18.7m**  
Households Reached

**5.2**  
Impressions per Household

**8**  
Unique Creatives

- Identify audience overlap
- Reduce duplication and wasted impressions
- Reallocate media to reach new audiences
- Double-down on finding high value audiences

## Measurement Metrics by Publisher and Platform

Understand Reach, Frequency And Reach Extension

DATA GRAPHS

Top Publishers By Impressions

	Media Service	Impressions	Reach	Average Frequency	CPM	Unique Impressions	Unique Reach	Unique CPM	Unique Reach %
1	pluto PlutoTV	37.59m	12.53m	3.8	\$16.32	15.04m	5.01m	\$40.31	40%
2	tubi Tubi	37.59m	12.53m	3.8	\$16.32	15.04m	5.01m	\$40.31	40%
3	Roku Roku	37.59m	12.53m	3.8	\$16.32	15.04m	5.01m	\$40.31	40%
4	Crackle Crackle	37.59m	12.53m	3.8	\$16.32	15.04m	5.01m	\$40.31	40%
5	Xumo Xumo	37.59m	12.53m	3.8	\$16.32	15.04m	5.01m	\$40.31	40%
6	sling SlingTV	37.59m	12.53m	3.8	\$16.32	15.04m	5.01m	\$40.31	40%
7	AT&T TV Now AT&T TV Now	37.59m	12.53m	3.8	\$16.32	15.04m	5.01m	\$40.31	40%
8	Playstation Vue Playstation Vue	37.59m	12.53m	3.8	\$16.32	15.04m	5.01m	\$40.31	40%
9	philo Philo	37.59m	12.53m	3.8	\$16.32	15.04m	5.01m	\$40.31	40%
10	pluto PlutoTV2	37.59m	12.53m	3.8	\$16.32	15.04m	5.01m	\$40.31	40%

< Summary

Outcomes >

# Cross-Platform TV Measurement

From basic insights to precise outcomes and audience analytics

- Tracking TV's impact in the immediate and longer-term
- Go beyond traditional buying to identify audiences most likely to convert
- Activate new audience segments



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## Case Study

# The Power of Programmatic TV

Entertainment advertiser launched new subscription service

- Leveraged CTV to run targeted TV campaign testing look-alikes
- Tapped real-time measurement for transparency and optimization
- Increased audience targets
- Improved response rate
- Reduced share of impressions across initial targets

Increased  
look-alike  
segments

**10 to 20**

Optimized  
across  
look-alike  
segments

**50%  
increase**

Re-allocated  
media by  
target

**30%  
shift**

## Case Study

# Extending Reach with OTT

DTC electronics advertiser tests OTT for reach extension

- Traditional TV advertiser tested OTT in 2020, relaunched in 2H
- Started small and increased over 6-month period
- Optimized by impression delivery across publishers, increasing household reach
- Determined optimal frequency to reduce wasted impressions
- Leveraged measurement insights for reach, frequency and audience

Added new publishers over 6-month period

**1 to 9**

Significant increases in OTT spend

**150%**

Increased household reach

**35%**

## Case Study

# Where Impressions Meet Outcomes for Linear TV

DTC insurance advertiser transitions to data-driven linear

- Traditional TV advertiser adopts impression-based linear advertising
- Leverages precise analytics for optimization and future TV buys including households reached, avg. frequency, outcomes by media dimensions
- **More isn't always better** – measure, optimize, reallocate
- Precise analytics led to optimization opportunities across dayparts and networks:



Reallocated share of response with share of impressions delivered on specific day parts



Scaled back the number of networks and reallocated impressions to top performing networks by outcomes

Linear campaign reached large # of households

**70M+**  
**HH**

Reduced cost per response

**42%**

Optimal frequency to drive KPIS

**4**

# Be prepared to embrace TV's watershed moment

- More content
- Increased viewership
- New currencies
- Precise measurement
- Advanced attribution
- Enhanced advertising



# Thank You!

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