



Transform

Impact in Action

Practical guidance from real-world marketing examples

4Q 2022 – Fourth 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 8 *real-world examples* from across major product categories like Automotive, Retail, and Insurance
- ▶ Considerations as you evaluate and add new solutions to your measurement plans

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



# The case studies span over 7 major product categories, from Automotive and QSR to Tune-in and Insurance



**Automotive**



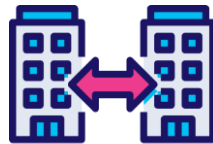
**Retail**



**Tune-in**



**QSR**



**Business to  
Business**



**Insurance**



**Wellness &  
Fitness**

## 7 Performance Objectives for Marketers:

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

**Brand Lift**

**Advanced Targeting**

**Frequency  
Management**

**Incremental Reach**

**Website Traffic**

**Tune-In**

**Online and Offline  
Sales**

### Challenge

- ▶ The Trade Desk wanted to go beyond standard Connected TV performance KPIs like reach and frequency to gain a deeper understanding of how they achieved their primary KPI: driving a lift in brand awareness among the target audiences

### Measurement Innovation

- ▶ The Trade Desk used the Lucid integration, a survey-based solution that gives advertisers the ability to set up surveys and view brand lift reports directly within The Trade Desk media buying platform
- ▶ Lucid tracks campaigns and matches the impression data against campaigns in The Trade Desk platform to identify respondents who have been exposed to the brand’s ads. Respondents are then surveyed, and their responses are measured against the client’s KPIs

### Target Segment

- ▶ Marketing Leaders at Agencies & Brands

### Learnings

- ▶ CTV exposure drove lift across multiple metrics — including brand awareness, which was the team’s primary campaign goal. As a result, the team now approaches media buying with a CTV-first mindset and has also increased media spend on CTV

### Company / Viewing Source / Media Type

- ▶ The Trade Desk / Connected TV, Desktop, & Mobile / Programmatic (on TTD)

The Trade Desk, in partnership with Lucid, sought to better understand how CTV can drive a lift among target audiences

### Campaign Results

The brand lift study showed CTV exposure drove lift across multiple metrics



+4.6%

Lift in awareness



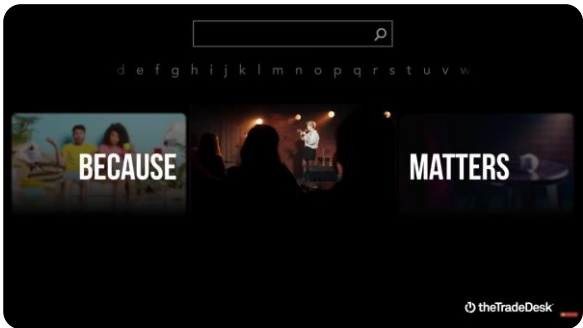
+5.7%

Lift in ad recall



+7.1%

Lift in favorability



“What Matters” Campaign

“With our Brand Lift integration, we have greater insight into the campaign’s impact, including lift in awareness, favorability, and ad recall”

-Jeff Kerestes, Digital Marketing Director at The Trade Desk



Source: The Trade Desk, case study: The Trade Desk x Lucid, a Cint Group. Campaign time period: Q4 2021





A wellness & fitness brand partnered with **Stirista** to target in-market customers on CTV and measure the impact on website visits and sales

### Challenge

- ▶ A wellness & fitness company wanted to efficiently scale its growth beyond linear TV and traditional direct response digital channels

### Measurement Innovation

- ▶ The brand sought to increase ROAS through audience-based targeting across CTV by using **Stirista's** CTV targeting and view-through attribution reports
- ▶ The brand leveraged **Stirista's** Visitor Id Graph (VIG) website identity tool to conduct an audience profile analysis of their purchasers and create "targeting buckets" representing different high-indexing characteristics
- ▶ Stirista targeted specific households that matched the high-indexing characteristics with CTV, while retargeting website visitors with Display advertising
- ▶ **Stirista's** VIG was also leveraged to source conversion data used for attribution and optimization

### Target Segments

- ▶ Proprietary Stirista modeled prospect segments
- ▶ People with most stationary & most physical occupations
- ▶ Gamers
- ▶ People interested in natural medicine
- ▶ People interested in sport the advertiser was a major sponsorship of

### Learnings

- ▶ Targeting specific households that matched the high-indexing characteristics with CTV combined with measurement and optimization of campaign, creative, target segment, geography, daypart, and publisher led to significant increases in ROAS for the brand
- ▶ Stirista's View-Through Attribution reports allowed the brand to match and identify the number of website visitors and purchasers, the cost per purchaser, and the revenue generated and ROAS for the campaign

### Company / Viewing Source / Media Type

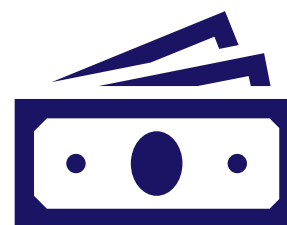
- ▶ Stirista / CTV / Programmatic CTV via AdStir DSP

### Campaign Results



+67%

Increase in Return on Ad Spend



\$4.28

Average Return on Ad Spend

Source: Stirista, Wellness & Fitness Case study. Campaign time period: November 1 2021 – October 4, 2022.





A QSR brand partnered with **Samba TV** to drive incremental reach to their linear TV campaign

## Challenge

- ▶ A national QSR brand wanted to reach net-new households and drive incremental reach beyond their linear campaign

## Measurement Innovation

- ▶ A QSR brand utilized Samba TV's iCPM\* product. This TV data and identify graph helped the QSR brand to target deduplicated, incremental audiences

## Target Segment

- ▶ Households unexposed to linear ad campaign

## Learnings

- ▶ The combination of *iCPM Audience Insights* (an incremental reach-focused dashboard) and real-time optimization capabilities drove incremental reach across streaming, online and mobile video
- ▶ Samba TV's iCPM product saved the brand money by identifying and only counting *incremental* impressions

## Company / Viewing Source / Media Type

- ▶ Samba TV / ACR, Set-top Box / Linear, CTV, Other Digital

## Campaign Results

### Reached

**4.9M**

Incremental households

Beyond the advertisers' 80M linear television reach, resulting in a 6% Incremental Reach Lift

### Drove

**\$0.23**

Cost Per Incremental Household

For massive incremental reach efficiencies

### Drove

**10.4M**

Incremental impressions

Served to brand new households

By activating on iCPM, and only paying for incremental impressions, the **QSR brand saved \$38k** compared to a standard CPM campaign



Source: Samba TV, QSR Case Study. Campaign time period: 2/15/21 - 11/21/21. \*iCPM: incremental cost per thousand impressions.



A major retailer partnered with **LiveRamp** to drive and validate ad effectiveness in driving sales

## Challenge

- ▶ A major MVPD was looking to prove that their addressable TV inventory, across both their set-top-box and streaming inventory, consistently drove sales for a Big Box Retailer

## Measurement Innovation

- ▶ Using Data Plus Math's sales attribution solution, the major MVPD was able to validate their **addressable TV effectiveness on the retailer's in-store and online sales**

## Target Segment

- ▶ Occasional Shoppers

## Learnings

- ▶ Over the course of a year, the retailer's TV campaign media produced consistent lift among their target audience over the control in the **retailer's target household sales, both in-store and online**

## Company / Viewing Source / Media Type

- ▶ LiveRamp & Data+Math / Linear & Streaming TV / Addressable TV

## Campaign Results



# +30%

**Sales Lift** over four quarters after exposure to the Addressable TV campaigns, on average



# +51%

**Lift in Units Purchased** over four quarters after exposure to the Addressable TV campaigns, on average

Source: LiveRamp, retail brand case study. Campaign time period: Feb-March 2021, May-July 2021, August - Sept 2021, and Oct-Dec 2021.



An auto brand partnered with **DIRECTV** to increase reach of its high-value audiences via Addressable TV

Challenge

- ▶ A domestic auto brand wanted to expand reach of their High Value Audience (HVA)\* and improve frequency management

Measurement Innovation

- ▶ The brand utilized DIRECTV's *Addressable Reach-Frequency Optimization* offering to target and reach only the HVA target underexposed to their National media campaign

Target Segment

- ▶ Custom HVA Target developed using data from Neustar, a Transunion company
- ▶ Unreached or underexposed to brand's national campaign from previous quarter

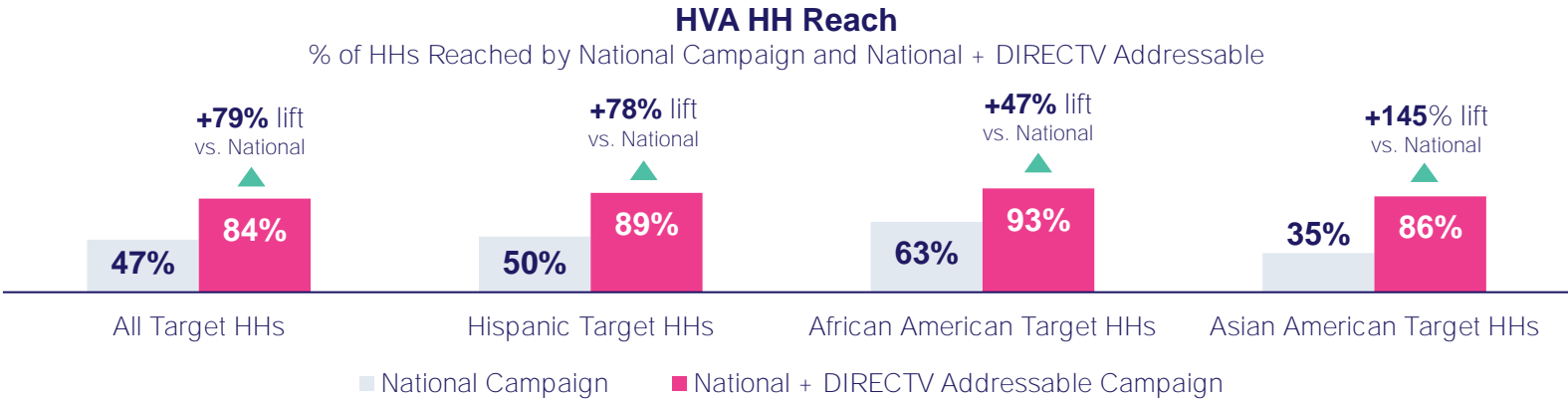
Learnings

- ▶ The brand was able to see Addressable TV's impact on:
  - ▶ Incremental reach of the High Value Audience target, as well as the multicultural subsegments of that audience
  - ▶ Impression distribution against underexposed audiences

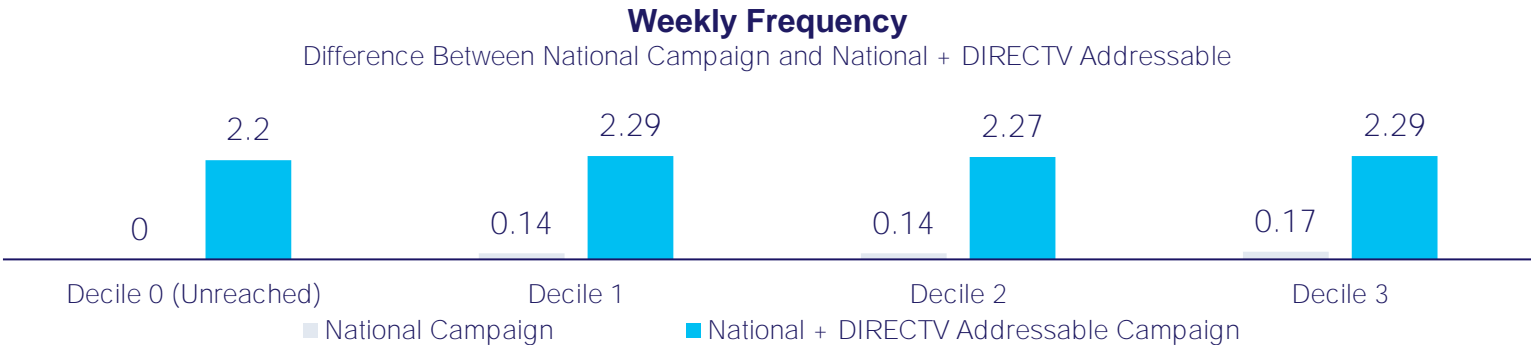
Company / Viewing Source / Media Type

- ▶ DIRECTV / Set-top Box / Addressable Linear TV + VOD

The addressable campaign increased reach of the brand's HVA HHs not exposed to the national campaign from 47% to 85%, including positive lifts across multicultural audiences



Adding Addressable to the advertiser's overall campaign significantly increased the share of impressions against the campaign's lighter exposed HHs



Source: DIRECTV, Automotive Case Study. Campaign time period: Q2 2022. Analysis conducted within DIRECTV footprint. Case study results are based on individual campaign factors. DIRECTV makes no performance warranties. Data Source: Neustar & DIRECTV Viewership Data. \*High Value Audience (HVA) is a custom target built using data from Neustar, a Transunion company, overlaid with viewership data to understand who was unreached or underexposed.





A TV network partnered with **Effectv** to drive tune-in to a program through linear and addressable TV

## Challenge

- ▶ A TV network sought to promote tune-in to a new season of a broadcast drama

## Measurement Innovation

- ▶ Path-to-purchase contribution analyses were applied to ad exposure data to measure viewership. This helped to determine conversion rates for each tactic to determine their contribution to the overall campaign

## Target Segment

- ▶ Linear or Video-on-Demand viewers of past seasons of a broadcast drama

## Learnings

- ▶ Addressable works best in combination with other broad reach tactics such as data-driven linear

## Company / Viewing Source / Media Type

- ▶ Effectv / Linear TV / Linear & Audience Addressable

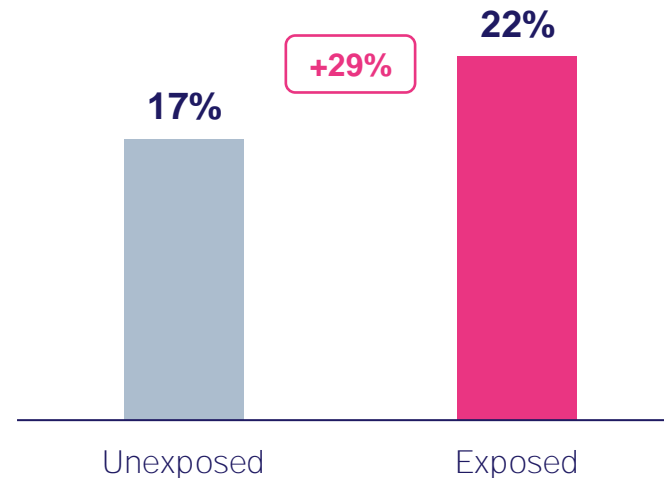
## Campaign Results

### Advertising Drove Conversion

**+29% campaign lift**

Exposed households tuned in at a higher rate

Conversion Rates



### Combined Tactics Drove Results

Audience Addressable  
*Reached Likely Tuners More Often*

**1.6X**

**Higher conversion rate** than non-addressable tactics<sup>2</sup>

Linear  
*Reached Additional Tuners*

Contributed

**38%**

**of total conversions<sup>3</sup>**

Source: Comcast Aggregated Viewership Data combined with Ad Exposure. Analysis of advertiser campaign, 12/27/21-1/11/22. Target based on Comcast Viewership Data. Note: 63% of impressions were delivered via Audience Addressable.

1. Campaign lift: Difference in conversion rate between exposed and unexposed HHs

2. Conversion Rate: Rate of Tune-In, calculated by dividing the total number of Tuned HHs by the total number of Exposed HHs

3. Contribution Percent: Percent of conversion values attributed to the strategy out of total converted HHs using a Markov Chain method





An automotive advertiser partnered with **Canoe** and leveraged their Addressable Linear and VOD platforms to reach 3 specific in-market auto shopper groups across 34MHHs

## Challenge

- ▶ An automotive advertiser sought a customized messaging and campaign approach to target 3 distinct buyer segments. They required the emotive storytelling power of TV, along with its wide-scale reach but also needed to ensure the right creative message was delivered to the intended target audience

## Measurement Innovation

- ▶ A Canoe Addressable campaign was planned across 4 **Programming groups on national programmer's Linear and VOD inventory**. The cross-platform TV campaign targeted 3 audience segments across 16 TV Networks

## Target Segments

- ▶ 3 unique In-market for auto segments

## Learnings

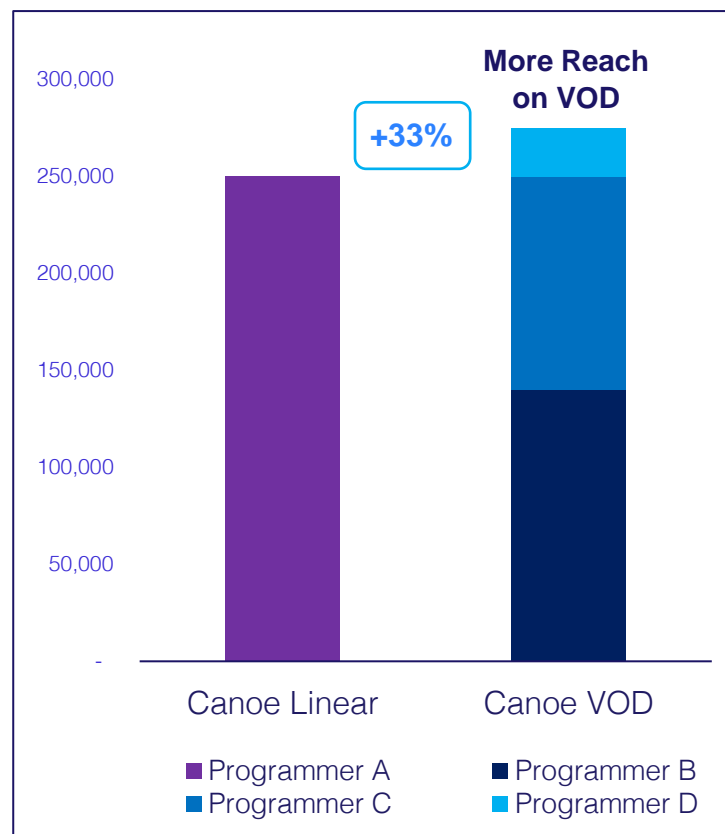
- ▶ By mining Canoe delivery data, it was determined that, in aggregate, the 14 VOD networks provided greater reach than the 2 Linear network due to the diverse pool of premium content available across the Programmer's VOD networks
- ▶ National Linear TV delivered the greatest network-specific reach against the target audiences. Building on that, there were specific VOD networks that performed nearly as well as the primary Linear network

## Company / Viewing Source / Media Type

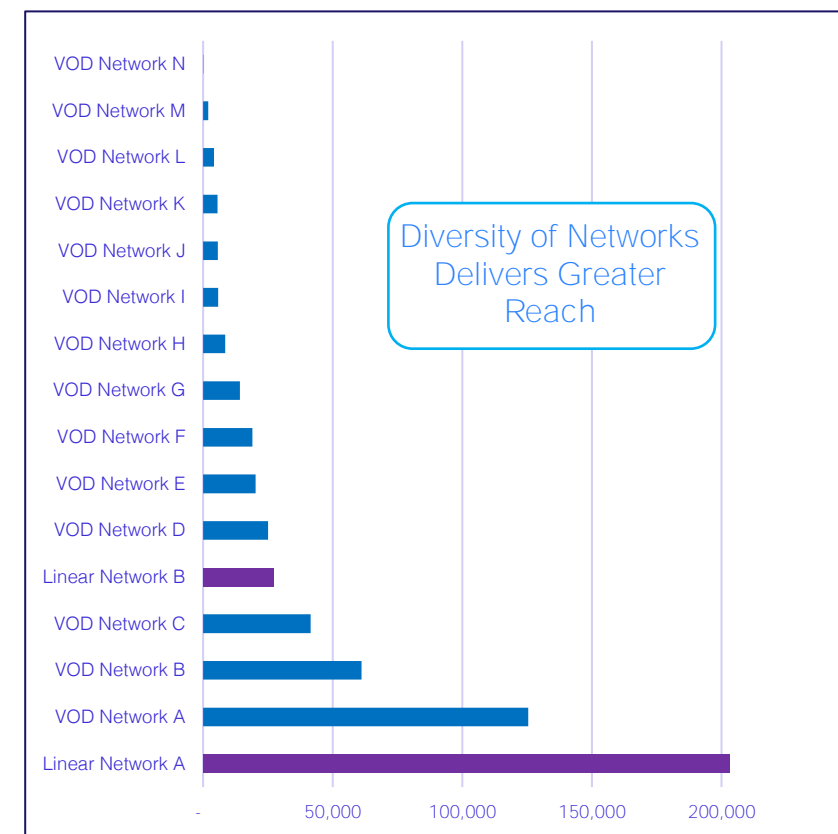
- ▶ Canoe / AMC, Fox, TelevisaUnivision, WarnerBrothers Discovery Linear Addressable and VOD Addressable inventory / Linear and Cable STB VOD

## Campaign Results

Unique Target Reach  
by Platform and Programmer



Unique Target Reach  
by Network



Source: Canoe, Automotive Case study. Campaign time period: April – September 2022.



A national insurance brand partnered with **Ampersand** to target un- and underexposed households to drive incremental reach

### Challenge

- ▶ A national insurance advertiser sought to increase its exposure to un- and underexposed\* in-segment households in order to drive brand recognition and increase leads

### Measurement Innovation

- ▶ The brand leveraged **Ampersand's AND Platform** to identify and eliminate wasted spend in their national buys
- ▶ Built addressable segment to improve reach and frequency within the target audience\*\*

### Target Segment

- ▶ **Target Audience:** A25-54 w/ HHI \$125k+, and college education
- ▶ **Target Geo:** CA, CT, GA, MA, ME, NC, NH, NJ, OR, RI, TX, VT, WA

### Learnings

- ▶ The brand was able to optimize their targeting to more efficiently reach new in-target audiences
- ▶ The targeted Addressable campaign drove greater engagement and increased leads among exposed households compared to the control group

### Company / Viewing Source / Media Type

- ▶ Ampersand / Set-top Box / Addressable Linear TV + VOD

### Results

2.4x

**Increase** in frequency to underexposed audiences with addressable

16.4

**Addressable** incremental reach points generated against the strategic audience

(Equates to 232.6K households reached by Addressable that otherwise would not have been found with just National alone)

17.3x

**More efficiency** reaching target HHs with addressable

(223K HHs would have been unexposed per week without the utilization of Addressable)

16%

**Lift in leads** for those exposed to addressable campaign vs. control group\*\*\*

Source: Ampersand, Insurance Case Study. Campaign time period: 5/31/21-6/27/21. \*Underexposed audiences are households that were not exposed at the established frequency goal of the advertiser during their national linear advertising campaign. \*\*Addressable campaign targeted households in key markets at a frequency of 4 weekly exposures, compared to national campaign average of 1.7 weekly exposures. \*\*\*The control group was made up of the unexposed portion of the client's target audience.



# 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**



# For an additional 30 case studies and the companion webinars, check out the first 3 releases in this series



## Today's Innovations In Measurement – Q1 2022

Case studies from product categories such as automotive, QSR, CPG, pharmaceutical and entertainment

[View the webinars here](#)



## Today's Innovations In Measurement – Q2 2022

Case studies from product categories such as tech, beverages, beauty and healthcare

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## Today's Innovations In Measurement – Q3 2022

Category-specific best practices and guidance supported by real-world case studies

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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.**

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