

# TV + Digital Creates More Reach and Tune-in

National shopping channel gains more visibility with multiscreen campaign

## CASE STUDY: ADDRESSABLE TV & DIGITAL CAMPAIGN

### The Challenge

To create greater reach and conversions for a national TV shopping network on Altice HHs.

### The Approach

The campaign ran in the NY DMA for 12 weeks with a 30 day tail (attribution window) during a period of time leading up to the holiday season. Three media campaigns – addressable digital, optimized linear and addressable linear backfill – were concurrently run throughout the timeframe.

For media planning, a4 optimized the linear campaign based on HHs which were identified as past-purchasers through a list-match.

### The Results

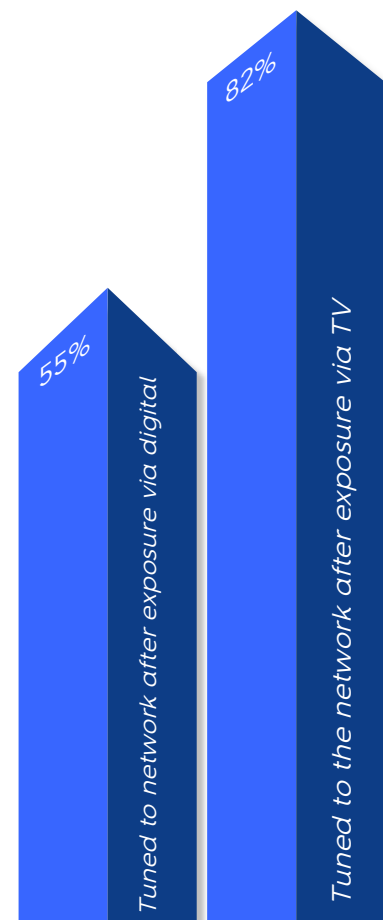
Paid media (TV and digital) reached nearly 80% of Altice HHs, and with the addition of a4's addressable campaign, the reach increased to **97%**.

95% of purchasing HHs were exposed to the campaign, with half being served both a linear AND digital impression.

Among HHs exposed to the media campaign, **82%** tuned to the network after exposure via TV and **55%** tuned to the network after exposure via digital.

Overall, average total revenue per HH was up **15%** among HHs exposed to the media campaign and tuned-in vs. households which were exposed but did not tune to the network.

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