

CASE STUDY: Retail Toy Category

Addressable TV Drives Retail Toy Sales

The Challenge

Increase sales within a specific demo for a major children's toy brand.

The Approach

Target HHs with kids ages 0-5 and HHI \$25k+ (or unknown HHI).

The Results

There was a +71.2% lift in buy-rate among exposed HHs vs. unexposed HHs; likewise, there was a +36.1% lift in sales revenue per HH among exposed HHs vs. unexposed.

**Flight
Duration**

9
Weeks

Targeted HHs

240,965
HHs

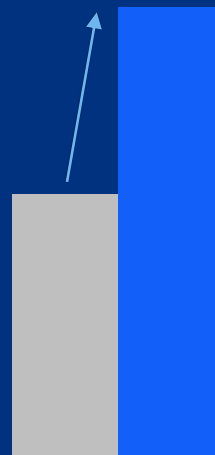
**Impressions
Delivered**

5,058,006
Impressions

Addressable TV Drives Toy Buy Rate & Revenue

**TOTAL SALES
(BUY RATE*)**

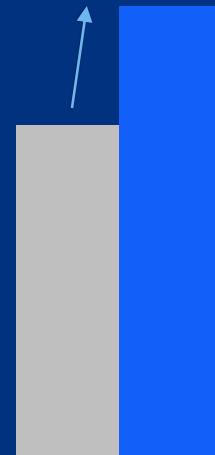
+ 71.2%



Non-Exposed Exposed

**SALES REVENUE
PER HH (\$)**

+ 36.1%



Non-Exposed Exposed