

CASE STUDY: Programmer

Addressable TV Drives Higher Tune-in

The Challenge

Increase tune-in to a specific cable news show.

The Approach

Run addressable TV advertising against two key segments to understand the impact of TV, as follows: a) light tuners* of the show and b) light tuners of the network who also have a political affiliation.

The Results

There was a +46.9% lift in light program tuners among exposed HHs vs. unexposed HHs; likewise, there was a +69.0% lift in light network tuners and politically affiliated per HH among exposed HHs vs. unexposed.

**Flight
Duration**

9

Weeks

Targeted HHs

396,368

HHs

**Impressions
Delivered**

2,812,434

Impressions

Addressable TV Drives Tune-in for Light & Politically Affiliated Viewers

LIGHT
PROGRAM TUNERS

+ 46.9%



Non-Exposed Exposed

LIGHT
NETWORK TUNERS
& POLITICALLY
AFFILIATED

+ 69.0%



Non-Exposed Exposed

*Light tuners defined as the HHs that comprise the bottom third of total program/network tuning minutes.
Source: a4's Total Audience Data. Experian Response Analysis.