Extended linear TV campaign to OTT, reaching new consumers and creating efficiencies

National OTT Incremental Reach
Case Study: Education Brand

2021
Online Education Brand

Activation Summary

OBJECTIVE

• Increase brand awareness with new audience by strategically supplementing linear TV with OTT/CTV

SOLUTION

• Utilized pre-campaign data to identify which households were less likely to be exposed to the linear campaign
• Developed a highly optimized incremental OTT campaign targeting homes based on exposure in-flight

TARGETING & OPTIMIZATION

• Targeted HH's unexposed to linear TV campaign that overlap with brand target
• Optimized in-flight data to focus on unexposed homes and enhancing campaign efficiency

RESULTS

Grew OTT incremental reach from 3.7% to 14.7%

VAB’s Proven Strategies & Tactics In Audience-Based TV Buying Featured Case Study in 2021!
Online Education Brand
Efficient & Effective OTT

Target Audience Exposure Profile
% of Reached Target HHs

- OTT Only
- Linear TV & OTT
- Linear TV Only

Only 7.8% of target HHs were exposed to the ad on both linear and OTT, confirming the campaign reached primarily new homes.

OTT Incremental Reach Campaign Efficiency
% of OTT Reached HHs

- OTT Only (Incremental)
- Linear TV & OTT

Of all the homes reached via OTT during the campaign, 86% were exposed to OTT only, efficiently driving incremental reach.

86% of OTT impressions were served to HH not exposed to linear campaign

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Incremental Reach Growth

Campaign Efficiency and Growth Over a 6 Weeks On-air Flight

The incremental reach generated purely by the OTT campaign grew from 3.7% to 14.7% (+297% growth rate) from week 1 to week 6.

Cumulative Reach for the linear TV campaign steadily increased and converged with OTT during the final week of the campaign. Overall, the OTT campaign exhibited higher reach and stronger growth.

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