

2021

## Proven Strategies & Tactics In Audience-Based TV Buying

Success Stories Highlighted Through Real-World Case Studies



# Education brand extended linear TV campaign to OTT, reaching new consumers and creating efficiencies



## Challenge

- ▶ Seeking to increase awareness by reaching a new audience, an education brand sought to supplement their linear TV campaign with OTT

## Solution

- ▶ Utilizing pre-campaign data, a4 Advertising identified which households were less likely to be exposed to the linear campaign, enabling them to build a highly optimized incremental OTT campaign targeting homes based on exposure in-flight

## Target Segment

- ▶ HHs Unexposed to Linear TV Campaign

## Results

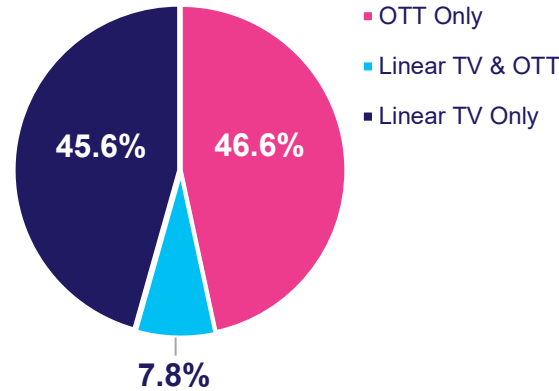
- ▶ Optimizing in-flight, a4 was able to focus on unexposed homes while enhancing campaign efficiency, ultimately growing the OTT incremental reach from 3.7% to 14.7%

## Company/ Platform

- ▶ a4 Advertising / OTT

### Target Audience Exposure Profile

% of Reached Target HHs

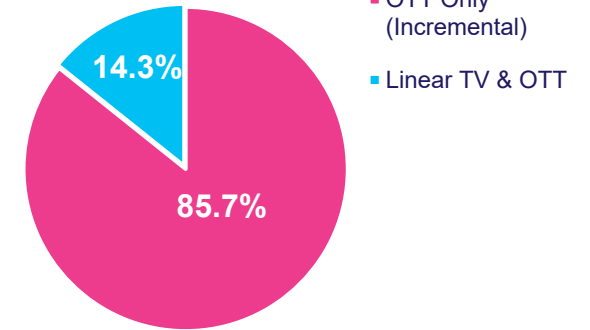


Only 7.8% of target HHs were exposed to the ad on both linear and OTT, confirming the **campaign reached primarily net new homes**

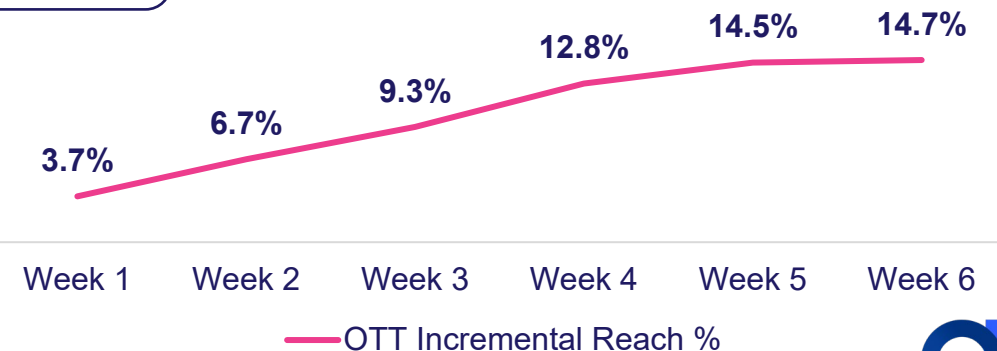
The **incremental reach** generated purely by the OTT campaign **grew from 3.7% to 14.7% (+297% growth rate) from week 1 to week 6**

### OTT Incremental Reach Campaign Efficiency

% of OTT Reached HHs



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



Source: a4 Advertising, OTT Incremental Reach Case Study, based on 6 on-air weeks campaign flight.

