

# Harnessing CTV to extend linear TV's reach



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of all CTV impressions were delivered to people who had zero exposure to the linear campaign

75%

of CTV impressions were delivered to people who had less than three impressions from the linear campaign

## THE CHALLENGE

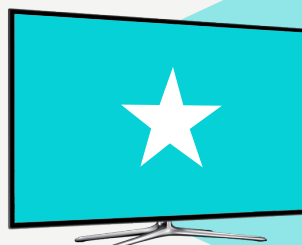
A technology company needed to adapt to the growing audience shift across screens by complementing their linear TV strategy with a CTV campaign to build reach. The challenge was to reach unexposed and underexposed target audiences to build reach and avoid unnecessary waste.

## THE APPROACH

Amobee ingested the brand's TV schedule and identified Nielsen panelists that were exposed to the campaign. Leveraging our unique integration with Nielsen, we developed custom audience segments to reach light and non-linear TV viewers. We then targeted those consumers through premium digital video and CTV ads.

## RESULTS

59% of all CTV impressions were delivered to people who had zero exposure to the linear campaign. 75% of CTV impressions were delivered to people who had less than three exposures to the TV campaign.



## Other benefits of CTV and linear converged planning:

- Efficient reach of unduplicated strategic target audiences
- Conquesting of competitive ad exposure to defend mindshare
- Cross-screen frequency management
- Extension of tent-pole sponsorships
- Tune-in campaigns