

Harnessing CTV to extend Linear reach



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75%

of CTV impressions were delivered to people who had less than 3 impressions to the linear campaign

THE CHALLENGE

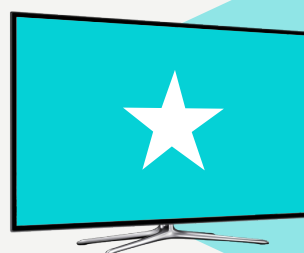
A technology company needed to adjust to the growing influence of CTV and wanted to address this consumer shift by complementing their Linear TV with a CTV campaign to build reach. The challenge was to reach unexposed Strategic Target audiences to build reach and avoid unnecessary waste.

THE APPROACH

Amobee ingested the brand's TV schedule and identified Nielsen panelists who were exposed to the brand's TV campaign. Leveraging our unique integration with Nielsen, we developed custom audience segments to reach consumers who were underexposed to the brand's Linear TV commercial. We then targeted the underexposed 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 3 exposures to the TV campaign.



The benefits of "TV Aware" converged planning:

- Efficient reach of unduplicated Strategic Target audiences
- Conquesting of competitive ad exposure to defend mindshare
- Cross screen frequency management
- Extension of tentpole sponsorships
- Tune-in campaigns