

Winn-Dixie leverages OTT to extend their audience reach beyond linear TV

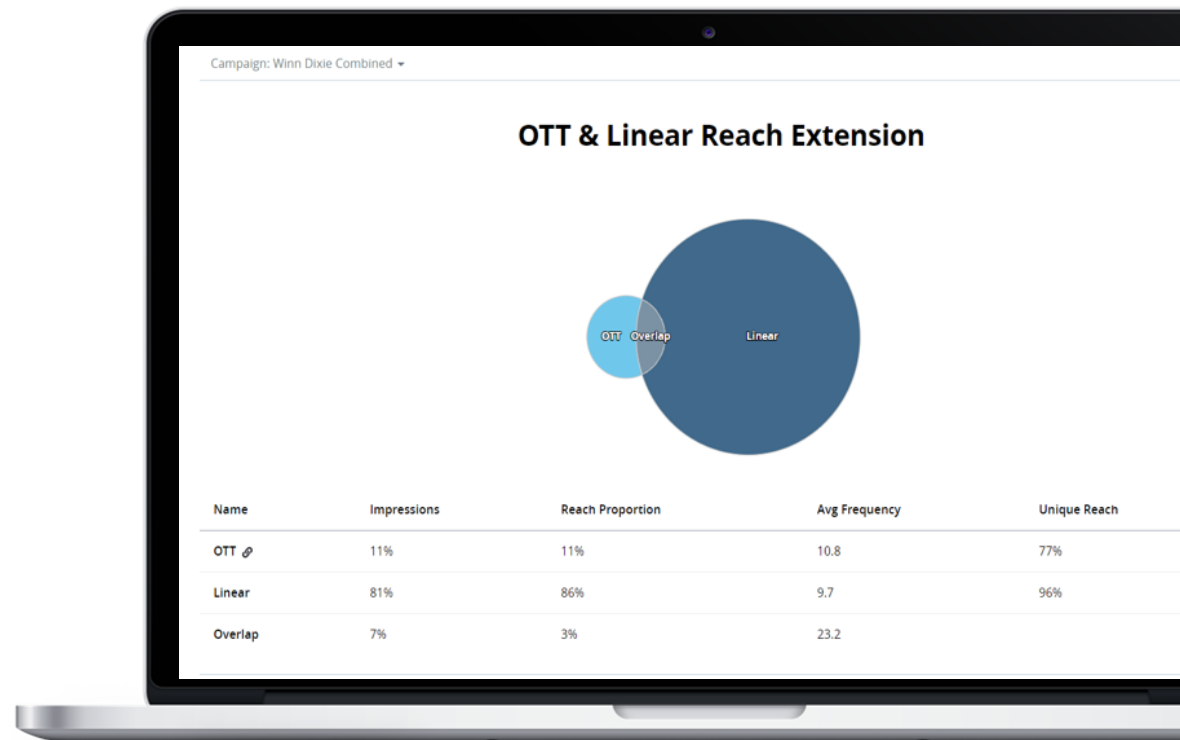
TVSquared worked with Tubi to measure Winn Dixie’s OTT campaign, delivering performance insights and determining the incremental reach compared to linear TV advertising. In partnership with TVSquared, Tubi ran a study to gain visibility into the incremental reach OTT delivered beyond linear, understand audience overlap across channels and inform optimizations to maximize reach while reducing duplication.

Campaign Details

GEO
U.S. Regional

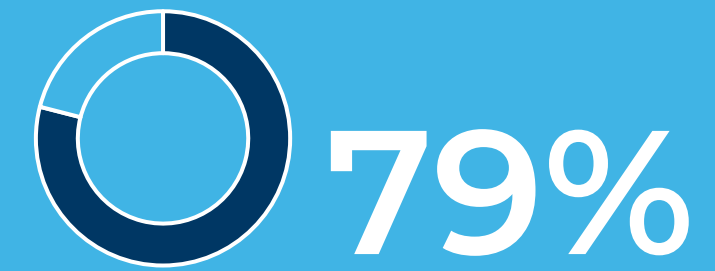
PLATFORM
tubi

GOAL
Reach extension and increased online engagement



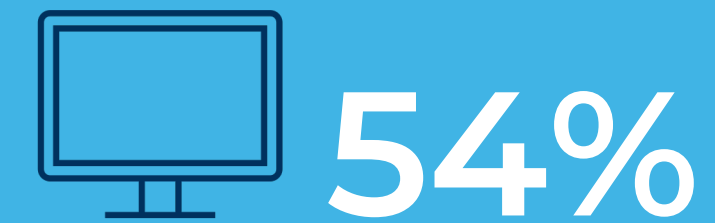
RESULTS

Incremental Reach



of households reached by Tubi were incremental to linear inventory

Online Engagement



of Tubi exposed audience visited the grocery retailer’s website