**OTT | Unique Reach Case Study**

**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

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**RESULTS**

**Incremental Reach**

79% of households reached by Tubi were incremental to linear inventory

**Online Engagement**

54% of Tubi exposed audience visited the grocery retailer’s website