Heavy Adoption of Incremental Reach Across Traditional TV Advertisers

TVSquared proves the value of OTT by measuring the incremental reach to linear

- Insights found new, unduplicated audiences, informing their cross-channel media mix
- Always-on measurement proves reach while reducing audience duplication across linear and streaming
- Uncovering the overlap between linear and OTT helps identify opportunities for additional reach

Quick service pizza delivery
- 67% of HHs reached were incremental to linear
- 900k+ HHs reached
- 2.7M+ Impressions

Soft drink company
- 95% of HHs reached were incremental to linear
- 2.7M+ HHs reached
- 6.6M+ Impressions

Luxury automotive brand
- 89% of HHs reached were incremental to linear
- 2.4M+ HHs reached
- 9.8M+ Impressions