

Evolving & Growing TV with Data

DTC insurance brand expands from local to national, and adds streaming ads as part of growing TV strategy

- Starting in local unwired, analytics and testing moved this client to a greater TV presence with an increased investment in national linear and OTT.
- Through Q121, its national linear media mix increased to 90% based on TVSquared performance insights.
- The DTC has continued to follow its linear/OTT strategy for its ongoing 2021 campaign, and look for ways to further optimize to improve outcomes.

Increase in Linear
Investment YoY

170%

Increase in OTT
Investment YoY

200%

Shifted TV Investment to
a Mix of **75%** Linear
(90% National – 10% Local)
and **25%** OTT