CASE STUDY

The TV ecosystem has become fragmented as advertisers lean into converged TV and spread investments across linear and streaming. As a result, they often face challenges when it comes to achieving converged TV measurement and attribution.

A well-recognized fitness advertiser launched a unified, cross-platform TV strategy, including local and national linear and streaming media buys that spanned 10+ publishers/platforms. As a result, it needed a single source of truth for converged TV measurement and attribution, and turned to TVSquared’s platform, ADvantage XP, for always-on analytics for reach, frequency and incremental reach of linear and CTV.

### ADvantage XP: Delivering a Single Source of Truth for Converged TV

Always-on, cross-channel and cross-platform insights enabled the fitness brand to make adjustments throughout the course of its campaigns and achieve new insights, including:

- Adjustments to its inventory, allocating more impressions to CTV and redistributing its linear investments – share of impressions on streaming increased by 87% in the second campaign
- Shifting budget to the highest performing channels, such as TBS and E!
- Optimizing spend allocation and impression share across platforms, improving cost per registration for both CTV and linear
- Increasing CTV impressions and diversifying across additional publishers, increasing incremental reach by 22% (vs. the earlier campaign)

### From Challenge to Solution

**Transforming Insights into Actionable Results**

<table>
<thead>
<tr>
<th>Impression Split</th>
<th>CTV</th>
<th>Linear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign 1</td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>Campaign 2</td>
<td>58%</td>
<td>42%</td>
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The response rate for CTV was 4x that of linear in the first campaign, which influenced greater impression share for CTV in the following one.

Adjustments across inventory sources improved its Cost per Registration, reducing it by 37% for CTV and 39% for linear.

Optimizations increased TV-driven registration by 31% for CTV and the uplift in HHs engaged due to Linear TV rose by 93%.

### The Advertiser’s Approach

The fitness advertiser launched a converged TV strategy in 2021, aimed at driving sales and online registrations along with achieving incremental reach through streaming ads. The strategy included two campaigns, with the first airing January-March and second from May-July.

By leveraging ADvantage XP for 11 deterministic measurement and attribution, it achieved a unified view of performance and delivery metrics for all inventory sources, including those purchased on national broadcast and local cable for linear, and across various streaming platforms, such as Roku, Hulu, Tubi and more.

Share of CTV impressions increased from 14% in the first campaign to 58% in the second.

By increasing CTV to 58% of the total TV impressions, the fitness brand was able to achieve 78% incremental reach beyond linear.

### About ADvantage XP

TVSquared’s ADvantage XP delivers 11 deterministic, impression-based measurement and attribution for linear, CTV/OTT and addressable TV. Fully automated and always-on, the platform measures reach, frequency, and incremental reach, and enables performance optimization for outcomes and audiences.

With the largest converged TV coverage, supported by ACR technology and integrations with GEMs, MVPDs, data providers, 60+ CTV publishers and 20+ ad servers, ADvantage XP enables complete cross-channel, cross-platform and cross-device TV ad measurement.