Case Study: Political

Governor’s campaign wins with TVSquared’s ADvantage XP

Working with TVSquared, a gubernatorial candidate’s campaign was able uncover valuable insights to inform media strategies and efficiencies.

• With a single unified view in ADvantage XP, the campaign could easily track and act on optimization opportunities across both linear and OTT.

• Although only constituting a small part of the media mix, the platform showed that OTT generated a much higher rate of response and, therefore, a lower cost per response (CPR). Future campaign strategies may include a higher investment level on OTT to increase response from an audience unique to linear.

• ADvantage XP insights also revealed that one linear creative outperformed all others in terms of both response and CPR. It delivered 4x more responses than the second-best creative, at a CPR that was 10% lower than the average of all creatives.

• Primetime was the most efficient linear daypart, with a 45% lower CPR on average vs. other dayparts.