

VideoAmp Lifts TV Tune-In by 400%

BRIEF

A leading national broadcast network's wanted to drive awareness and tune-in for the premier episodes of their new show. They also wanted to ensure engagement across screens determined by viewability rates. To help them achieve their goals, the broadcaster's media agency partnered with VideoAmp to analyze various forms of consumer viewing data to create strategic audience targeting that went beyond the typical segmentation of age, gender, and geo.

VideoAmp created a more functional set of TV viewership attributes via a cross analysis of Smart TV (ACR), cable set top box, and panel-based linear viewing data. VideoAmp then created several targeting segments that incorporated heavy viewers of this network and past viewers of similar shows.

VIDEOAMP'S SOLUTION

The campaign was monitored and continuously optimized to achieve the optimal reach and frequency combination required to smash the broadcaster's awareness and engagement goals. At every step during the various flights, real-time results and relevant data were used in VideoAmp's drill-down tool to optimize value out of each media dollar spent.

VideoAmp provided the following:

- Custom TV viewership segments to engage viewers likely to tune-in.
- Proprietary cross-device graph of 150M+ profiles to manage reach & frequency.
- Cross-screen video delivery across premium content on desktop and mobile.
- Multi-dimensional drill-down and impression level viewability optimization ensured performance against other campaign KPI's during short flight.

CAMPAIGN RESULTS

Lift in viewership among audiences exposed to VideoAmp targeting:

- **Episode 1 +82%**
- **Episode 2 +400%**

