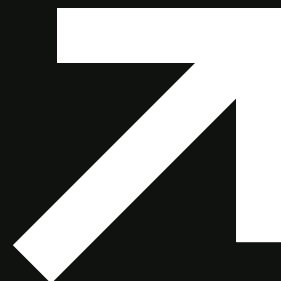


The Advertiser's Guide to Cutting Waste & Driving Value



One of the primary goals as advertisers is to prove the value of investments and drive action among audiences. When belts are tightened and budgets are cut, advertising often seems ancillary and perhaps an easier place to trim to keep the lights on.

As we head into another season of cyclical uncertainty, advertisers are again faced with the decision to pare back where they can, and focus on ways to drive revenue and increase efficiencies. It's imperative that we take a closer look at past seasons of downturn, learn from our successes and mistakes, and identify how smart advertising investments can positively impact overall business health.

What is true is that inefficient strategies will not hold, both through an unstable economy and as we emerge on the other side. Now is the time for advertisers to take stock of where their dollars are going, push their measurement partners to provide actionable insights, and eliminate waste wherever necessary- often the result of mismanaged and siloed practices.

This playbook was created to highlight how advertisers can make smarter decisions and do more with less.

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IN A WINNING STRATEGY, CONSISTENCY IS KEY.

The Audience You Should Be Reaching

Instead of spending your budget to reach a broad swath of consumers who are less likely to convert– Identify which audience is converting most often in response to your ads and focus your advertising efforts on reaching that specific audience where they are consuming content.

Actionable Insights

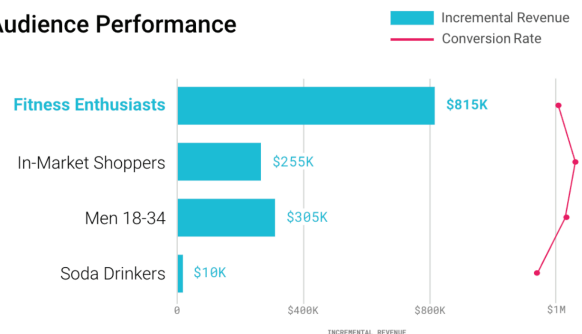
Combine first and third-party audience data with TV viewership data to create prescriptive audiences for planning, optimization and measurement.

Identify audiences that convert most often as a result of ad exposure by evaluating Incremental Revenue and or Incremental Conversions alongside Conversion Rate.

Target “Not Reached” and “Under-Exposed” audience cohorts within your digital platform of choice throughout the campaign.

Discover where to reach high-value audiences across linear TV and premium digital environments to inform future campaigns.

Audience Performance



audience	impressions	conversion rate	cost per action	incremental conversions	incremental revenue	incremental conversions per 1,000 imp
Fitness Enthusiasts	549,143,475	0.056%	\$16.12	54,300	\$814,503.79	0.098
In Market Shoppers	166,631,521	0.058%	\$50.74	16,980	\$254,698.69	0.10
Men 18-34	205,453,834	0.057%	\$42.32	20,341	\$305,108.88	0.099
Soda Drinkers	7,102,779	0.053%	\$1318.40	667	\$10,003.74	0.093

➤ Proof Points

Luxury Automotive brand partnered with VideoAmp to **incrementally reach 3.2M qualified buyers and generate \$700K+ in cost savings.**

Finding the Ideal Frequency for Conversion

Discovering a balance in messaging to consumers, also known as the ideal frequency, is a key factor to consider when optimizing advertising spend. Exposing a consumer to one ad is rarely enough to drive a desired action, while showing an ad to a consumer too many times is both inefficient and costly. By determining the optimal frequency to drive a conversion, advertisers can better allocate their media spend to be the most impactful.

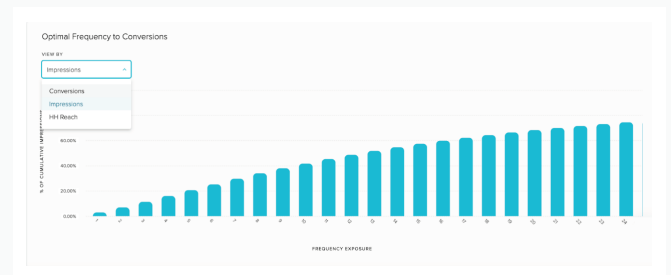
Actionable Insights

Identify the optimal cross-channel frequency range to efficiently maximize conversions.

Pinpoint investments that deliver a high volume of over-frequency impressions based on this optimal frequency and consider reallocating spend to lower-frequency, high-reach partners.

Optimize audience engagement by cohorts to drive touchpoints into the optimal frequency range throughout the campaign:

- **Target** “Under-Frequency” or “Not Reached” households within your target audience to drive them into the optimal frequency range.
- **Suppress** over-frequencied households to ensure you aren’t driving additional impressions to those house holds in digital.



Proof Points

Global CPG brand partnered with VideoAmp to identify reinvestment opportunities, **mitigating 70% off-target reach and 46% sub-optimal frequency.**

Where (and How) to Diversify Across Platforms

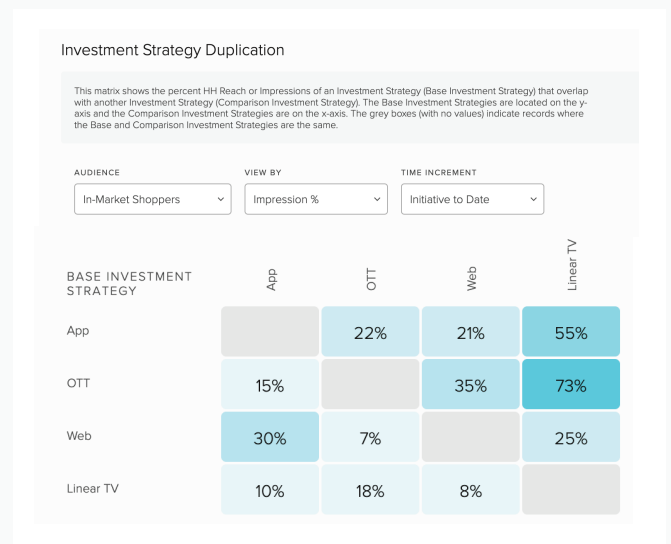
Evaluating reach and frequency in a silo for each partner isn't enough to make informed decisions about how to optimize your media spend. Advertisers must consider the overlap and incremental value from each touchpoint along the consumer's journey in order to maximize investment efficiencies and effectiveness.

Actionable Insights

Shift spend away from investments that are significant contributors to audience overlap and over-frequency.

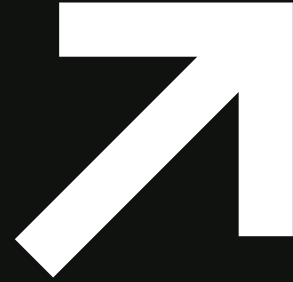
Invest in partners that deliver incremental reach to your target audience.

Determine the optimal budget allocation across all media channels in order to maximize your reach and conversions throughout the campaign flight.



➤ Proof Points

International Outdoor Retailer generates \$4.65M net attributed revenue from partner optimizations, leveraging insights from the VideoAmp Platform..



VideoAmp's measurement and optimization platform offers a brand-first solution that makes measurement actionable while increasing the effectiveness of each dollar spent on advertising.

By unlocking new value for the entire ecosystem, our platform allows the world's largest advertisers, agencies and publishers to align on VideoAmp's independent measurement as a new media currency to transact against.

Contact us. solutions@videoamp.com