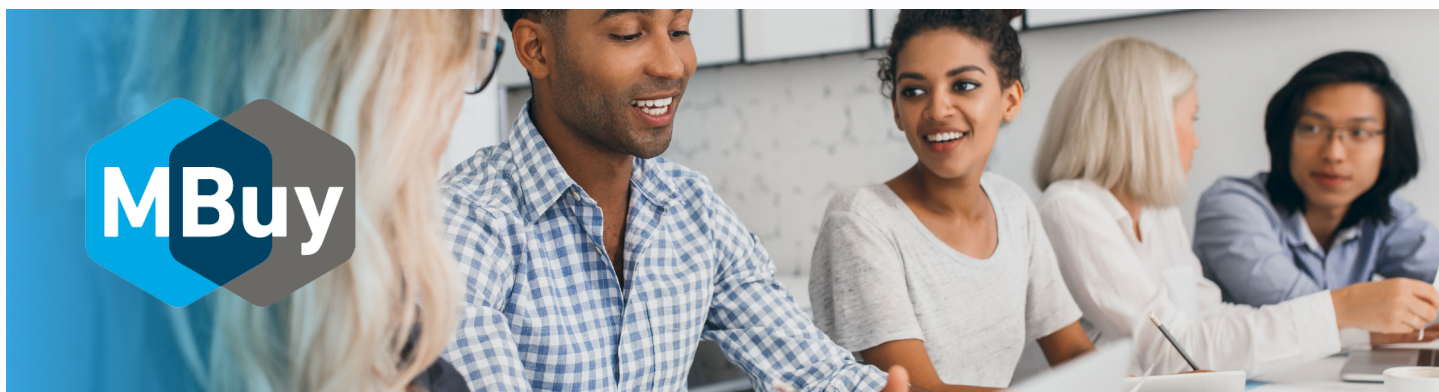




Strategic Partnership Drives  
Business Outcomes for  
Advertisers Across Channels



# The Setup



MBuy, a media buying agency that helps advertisers reach their customers more effectively to drive business outcomes, was seeking new ways to help clients connect with advanced audiences across channels, inclusive of linear TV, digital and OTT.

Through an educational and strategic partnership between MBuy and VideoAmp, MBuy was able to help advertisers, specifically within the healthcare and tourism industries, achieve success. Through more effective targeting tactics, reach and frequency control, and custom audience segmentation based on historic viewership behaviors, these advertisers were able to exceed their business objectives.

This partnership ultimately helped these brands expand their reach and engage with advanced audiences beyond age and gender demographics, leveraging VideoAmp's commingled TV viewership data. Additionally, through comprehensive in-flight reporting and actionable insights, they were able to understand their campaign performance across channels and how to optimize their media investment to niche audiences.

---

*"Our partnership with VideoAmp has been very beneficial to MBuy and our clients. VideoAmp's solutions deliver incremental reach for our campaigns and the level of service has been outstanding; from weekly business reviews to added value studies. VideoAmp is a true partner."*

— Mike Parent  
SVP Media Strategy & Operations at MBuy

---



# The Partnership

## Goals

**Connect** with advanced audiences who have not yet seen the brand's linear TV ads across digital channels to gain incremental reach.

**Increase** share of voice against competitors to win new business and reach households who have not yet been exposed to competitors' ads.

**Understand** which programs the brand's audience is watching to better influence the ad campaign and optimize their media investment across channels.

## Approach

**Discover** and build comprehensive audiences beyond age and gender by leveraging VideoAmp's commingled TV viewership data.

**Execute** awareness tactics including pre-roll streaming video, non-skippable video or live streaming environments with audience targeting to engage with advanced audiences.

**Activate** across premium, brand-safe environments to reach consumers in the right moments and on the right devices, across channels.

## Partnership Findings

\$846K

In overall cost savings

18.5%

Incremental unique households reached across digital for healthcare advertiser

10%

Growth in market penetration for tourism advertiser