



The Yahoo DSP and VideoAmp Partnership Drives Incremental Reach Valued at \$4.7M for National Electronics Retailer



The Setup



A leading national electronics retailer wanted to launch an ad campaign to drive awareness and incremental reach beyond linear TV. They wanted to target an advanced audience of high-touch tech fans, people who are passionate about new technology and take pride in providing tech advice to others, as well as a secondary audience of adults ages 18-49.

To do this, the retailer partnered with Yahoo DSP and VideoAmp to execute thoughtful targeting, optimization and measurement strategies that enabled them to successfully engage with both target audiences to achieve their business objectives.

By leveraging the Yahoo DSP and its extensive inventory partnerships for activation, as well as VideoAmp's currency-grade cross-channel measurement, the retailer was able to verify greater on-target reach and frequency,

as well as drive incremental reach across digital channels.

VideoAmp's comprehensive measurement reports showcased how the Yahoo DSP digital buy was 77% on target, and drove 15.7% incremental reach relative to linear against adults ages 18-49. Additionally, the retailer achieved a lower marginal cost per reach by leveraging the Yahoo DSP digital inventory, resulting in a total of \$4.7M in cost savings.

We were thrilled to partner with VideoAmp to measure this advertiser's campaign performance and prove the effectiveness of activating video inventory with the Yahoo DSP. Cross-channel measurement provides an invaluable understanding of each channel's contribution across linear TV, streaming and digital, enabling us to achieve remarkable results for our clients.

— Brian Zaben
VP Platform Sales, Yahoo



The Campaign

Goals

Drive brand awareness and incremental reach against an advanced audience of high-touch tech fans, and a secondary audience of adults ages 18-49.

Prove the value of the Yahoo DSP with VideoAmp's comprehensive cross-channel measurement reporting.

Approach

Utilize the Yahoo DSP and its extensive partnerships with inventory suppliers to activate media using first-, second-, and third-party data on behalf of the advertiser.

Optimize campaign performance by leveraging VideoAmp's comprehensive cross-channel measurement reporting.

Results

\$4.7M

in Cost Savings

Yahoo Incremental Digital Media

77%

On-Target Reach
Ages 18-49

15.7%

Incremental Reach
Ages 18-49

Linear TV
Media Only