

Can Advertisers Drive Double-Digit Reach Growth With No Additional Spend?



KEY TAKEAWAYS

- 49% more impressions than traditional allocation
- 38% lower cost per impression than traditional allocation
- Reached 18% more of target audience than TV-only plan
- Reached 12% more of target audience than digital-only plan

THE CHALLENGE

A large regional brand and their agency partner needed to reach a diverse audience across 11 media markets with their video ads. They had to plan and launch in less than a week to maximize effectiveness.

Historically, the agency would reach out to their separate TV and Digital buyers to request plans. These siloes forced them to plan with identical media mixes for each market.

Executives found that this approach was delivering fewer impressions than they needed and missed certain segments of the target audience entirely.

THE CROSS SCREEN MEDIA SOLUTION

The agency leveraged the ScreenSolve® media planning platform to generate a unified video ad plan to maximize viewable impressions and minimize waste.

ScreenSolve® ingested the target audience, budget, and flight dates and in seconds built a bottom up plan, establishing the optimal video ad mix for each individual market.

ScreenSolve® highlighted the precise allocation to maximize views and reach within budget, using extensive inventory and viewability data sets across broadcast and cable TV, digital, and CTV.

RESULTS

SPEED TO MARKET

ScreenSolve® empowered the agency to generate a unified media plan and launch the brand's ads in the same day.

DIGITAL SHIFT

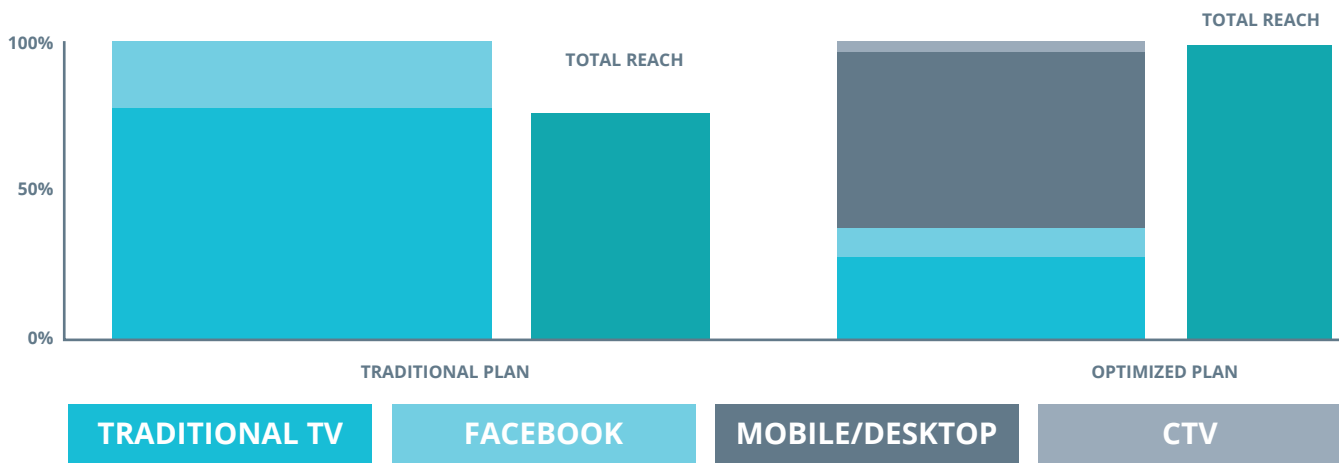
A significant shift of linear TV spend to digital drove a 38% lower cost per impression and 49% more impressions within the same budget, compared to their traditional allocation.

The agency was surprised to find that Facebook was effective only as a minority allocation of digital spend due to steep diminishing marginal returns. Instead, mobile/desktop inventory saw far better returns of viewable impressions.

NO AUDIENCE LEFT BEHIND

The cross-screen plan reached 18% more of the target audience than a TV-only plan and 12% more of the target audience than a digital-only plan through market-by-market optimization.

SPEND ALLOCATION AND REACH



See how ScreenSolve® can turbocharge your next campaign.
Sign up for a demo today at crossscreenmedia.com