How an Ad Agency Boosted Incremental Reach Using New Hyperlocal Tools

THE COMPANY

A large ad agency needed to build a highly-targeted campaign to reach a specific audience in the Atlanta DMA. The agency quickly discovered that to effectively reach this audience and deliver the results their client expected, they would need new tools and techniques that could maximize reach and optimize their ad frequency at the hyper-local level.
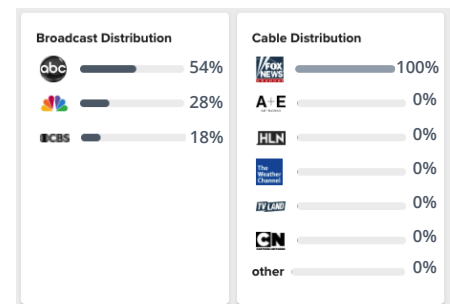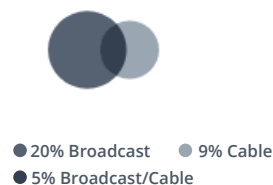
THE CHALLENGE

The agency's TV buyers recommended a traditional allocation of the client's budget, split **75%** broadcast and **25%** cable, with **100%** of the cable budget spend on a single network. However, this approach missed the opportunity to optimize their reach through broader cable allocation by including CTV and other digital channels. The agency turned to Cross Screen Media to maximize the impact of their budget.
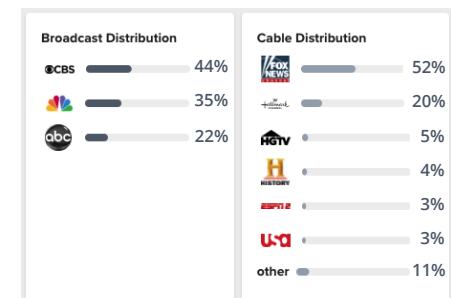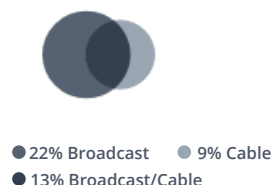
THE CROSS SCREEN MEDIA SOLUTION

Original TV Plan: Cross Screen Media's planning software, ScreenSolve, quickly identified that the original broadcast and cable-only plan would reach just **34%** of the intended target audience in the Atlanta region, leaving nearly two-thirds of their audience in the dark.

Total Reach
34%

● 20% Broadcast　　● 9% Cable
● 5% Broadcast/Cable

Broadcast Distribution
abc 54%
NBC 28%
CBS 18%

Cable Distribution
FOX NEWS 100%
A+E 0%
HLN 0%
The Weather Channel 0%
TV LAND 0%
CN 0%
other 0%

Optimized TV Plan: ScreenSolve then allowed the agency to run an optimized TV Plan, which showed that by executing a deeper cable buy and making a few slight tweaks to their broadcast plan, they could add up to **10%** in incremental reach with no additional budget.

Total Reach
44%

● 22% Broadcast　　● 9% Cable
● 13% Broadcast/Cable

Broadcast Distribution
CBS 44%
NBC 35%
abc 22%

Cable Distribution
FOX NEWS 52%
Hallmark 20%
HGTV 5%
HISTORY 4%
ESPN 3%
USA 3%
other 11%

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Optimized Cross Screen Plan: The agency was then able to further improve their reach by incorporating digital video and CTV into an optimized cross-screen media plan. ScreenSolve showed that with a budget dedicated to digital video and CTV, the agency could drive an additional **11%** incremental increase in reach. This was done by delivering videos to members of the target audiences who would have otherwise been missed with the original plan.

Total Reach
55%

- ⬤ 24% TV
- ⬤ 14% DigitalCTV
- ⬤ 18% Cross Screen

RESULTS

This is just one example of an agency that dramatically improved their campaign's effectiveness by rethinking their approach to local advertising and using new tools like ScreenSolve. With ScreenSolve, the agency turned a highly fragmented and chaotic local TV and video environment into an effective cross-screen plan that boosted reach by **61%** with essentially the same budget.

ABOUT CROSS SCREEN MEDIA

Cross Screen Media is a marketing analytics and software company empowering marketers to plan, activate, and measure Connected TV and audience-driven Linear TV advertising at the local level. Our closed-loop solutions help brands, agencies, and networks succeed in the Convergent TV space.

Learn what Cross Screen Media can do for your local video campaigns. Contact us today.