



# D2C CROSS PLATFORM

## Business need

We worked with a sell-side CTV company to help demonstrate to a D2C brand the value of adding a CTV element to a linear TV campaign, and specifically, how CTV could drive incremental campaign reach and conversion. The brand typically drives sales around several major events over the course of the year. It has a diverse audience, and often targets campaigns at younger demographics that typically watch less linear TV than the average consumer.

# What we did

We provided end-to-end reporting for the campaign to the CTV company, including cross-platform campaign set-up and management, campaign monitoring, and end-of-campaign analysis and recommendations.

To set up the campaign, we used the Deductive pixel to track the CTV activity and as-run logs to track the TV activity. To understand who was reached by CTV, linear, both, or neither, we leveraged an ACR dataset. We applied the logs to the ACR data to understand which TVs in the dataset saw a linear ad. We then matched the CTV activity, via IP address, to the ACR dataset, using our probabilistic matching technique to manage for dynamic IP addresses, and removing hits that matched an ACR home, but that were likely to be people visiting that home. This gave us a dataset of devices where we could see cross platform exposure to the campaign.

To understand which platform drove visits to the site, we appended a website to the brand's website, and matched visits to the brand's site with TVs in our cross-platform dataset.

The CTV company also wanted to help the brand to understand how the activity performed across key demographics. We created a match between Experian and the ACR dataset to provide a demographic layer over the basic device-level conversion data.

During the campaign Deductive worked with the CTV company to ensure that hits on the pixel, and ad impressions, matched what we expected to see based on the media plan.

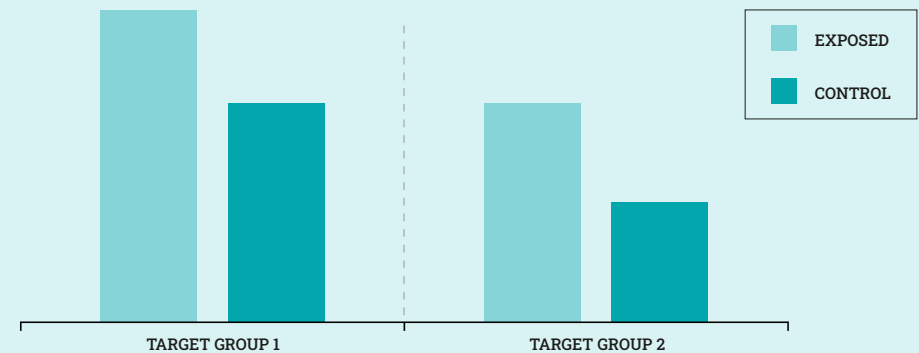
After the campaign was over, Deductive provided insights to the CTV company detailing how well the campaign had performed, how well the CTV activity had driven incremental reach and conversion, and provided insights to unlock budget.

# Results and impact

We were able to conclusively demonstrate that advertising on CTV drove incremental reach against TV. 25% of TVs reached were heavy CTV viewers, but who didn't watch any linear and thus were not exposed to linear TV at all

We were also able to look at the viewing volume of the TVs in the ACR dataset that did watch linear TV to show that the CTV activity also reached light linear TVs incrementally from the TV campaign. 30% of Light TV viewers didn't see a linear ad.

TVs reached by CTV overwhelmingly converted better to visiting the website (4.3% vs 2.7%), including those reached by both linear and CTV and those only reached by CTV.



The **demographic overlay** showed that the campaign converted particularly well amongst key demographics.

