



Data-Driven TV: Optimizing frequency and conversions to boost ROAS

Just Released!



Untangling Terminology Within Video Measurement

This 8-page glossary equips you with clear definitions to the most common terms in video measurement

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Today's Speakers



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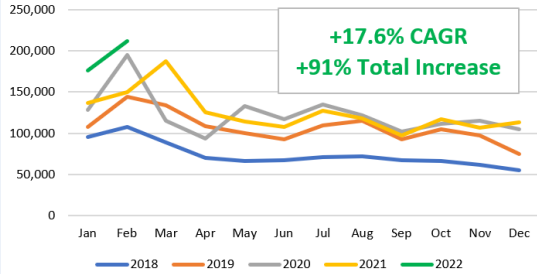


**Heather
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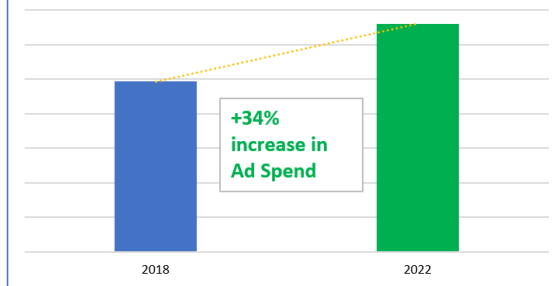


**Marianne
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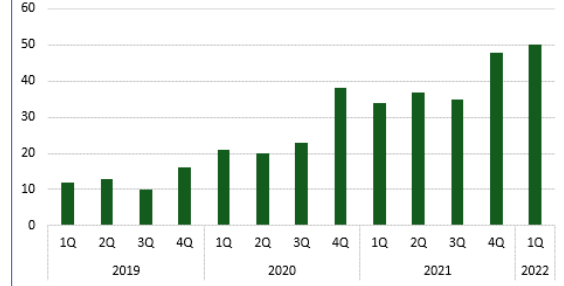
TV Leads (2018 - 2022)



TV Spend (January & February)

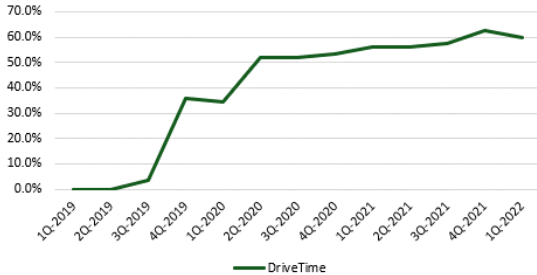


Number of Networks Aired On

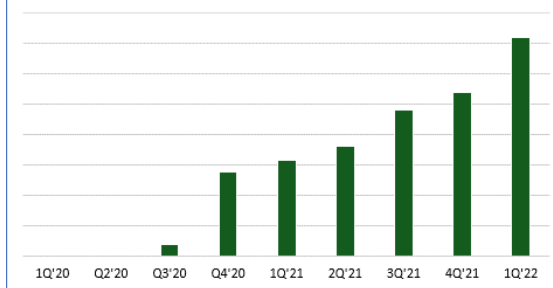


DriveTime's Media Evolution

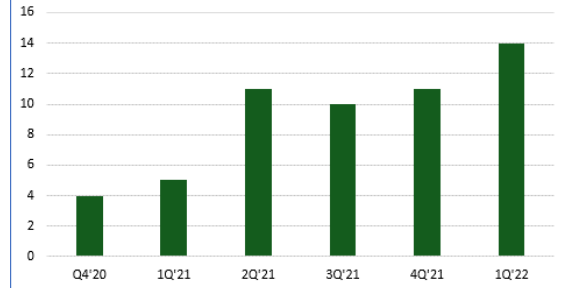
15 Second Ad Impressions



Streaming Spend



Streaming Partners



Case Study: DriveTime

Optimizing frequency and conversions to boost ROAS



Goal

Gain deeper insight into *incremental* results at the network level by using digital-like data for TV integrated into their model.

DriveTime[®]



“We wanted to analyze how much of our traffic and sales are driven by media.”

iSpot’s data gave us the ability to do just this.”

Case Study: DriveTime

Optimizing frequency and conversions to boost ROAS

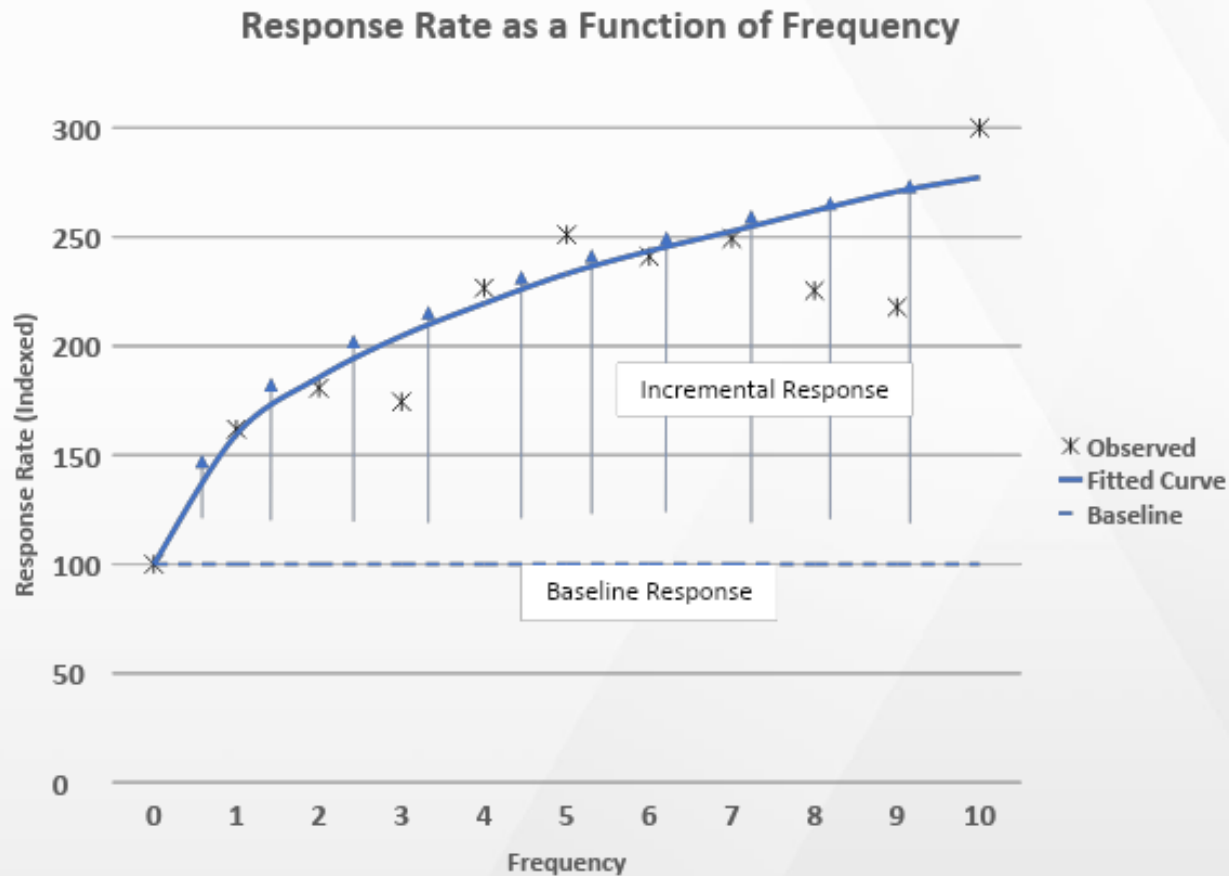


Solution

- Integrated User Level Data (IULD) from iSpot to connect linear TV ad exposure to conversion events at the individual device level.
- Sophisticated lift analysis using an unexposed control group to calculate incremental conversion events aligned to frequency of impressions.
- Looked at spend and conversion rates at the individual network level to calculate the Cost Per Incremental Visit (CPIV), also mapped to frequency.
- **CPIV** is now a top KPI for the DriveTime team to analyze media performance.

Media Response Curve

Optimizing frequency and conversions to boost ROAS



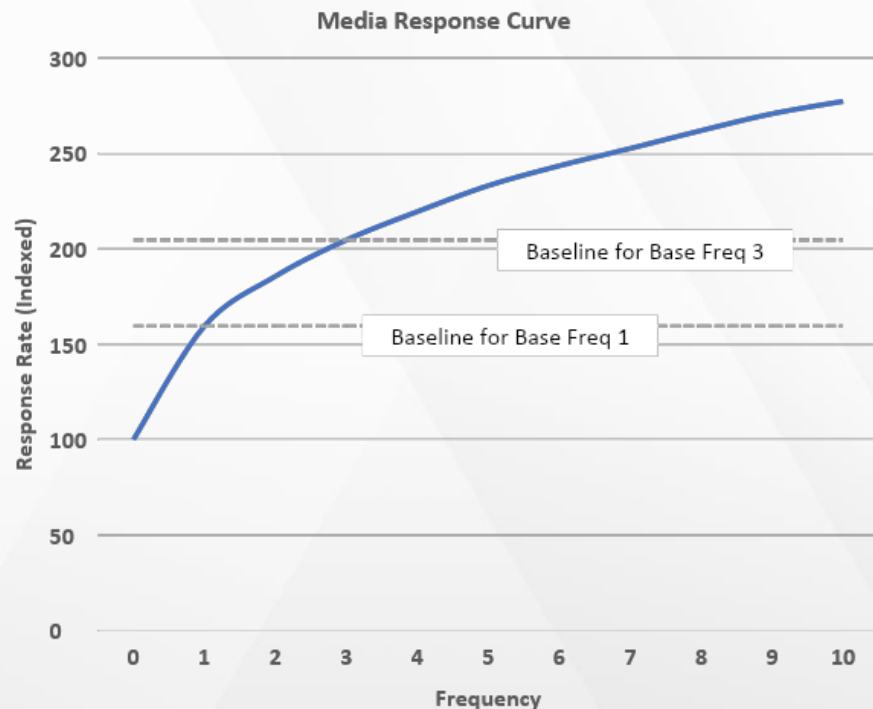
Incremental Response Calculations – Bounce Network

Week Of 2/14/22

Optimizing frequency and conversions to boost ROAS

iSpot IULD Impressions: 135k
Distinct Devices: 40k (3.5 Avg Frequency)
Audience Size: 160k (25% Reach)

Frequency			Response Baseline		Lift	TV Count
Base	Incremental	Total	Index	Index		
0	1	1	160	100	60	7,543
0	2	2	186	100	86	2,976
0	3	3	205	100	105	1,869
1	1	2	186	160	26	2,523
1	2	3	205	160	45	1,128
1	3	4	220	160	60	662
2	1	3	205	186	19	1,572
2	2	4	220	186	34	666
2	3	5	233	186	48	436
3	1	4	220	205	15	1,060
3	2	5	233	205	29	398
3	3	6	244	205	39	271



Base Frequency: Impressions delivered through other networks (not Bounce)

Incremental Frequency: Impressions delivered through Bounce

Total Frequency: Sum of the previous two

Case Study: DriveTime

Optimizing frequency and conversions to boost ROAS



Results

- First linear TV ad impression has the highest incremental response rate of **60%** above baseline and that incremental response rate diminishes in a logarithmic pattern as frequency increases.
- Calculated the rate at which TV ad response decreases as frequency increases to determine optimal frequency for each TV network.
- DriveTime will leverage these insights to intelligently allocate media dollars and further optimize TV ROAS and seeks to extend the model to CTV to gain a full view of incrementality across all TV networks and CTV publishers.

DriveTime®



First linear TV ad impression has the highest **incremental response rate** at

60%

Guidance for Marketers

- Incorporate incrementality into your approach to understand impact and actions due to ad exposure.
- Remain open to reading results, avoid pre-existing biases. Have an inquisitive mindset and don't settle for the first/easy answer.
- Ensure KPIs connect to real business value, connect to the bottom line.

Thank You and Q&A



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