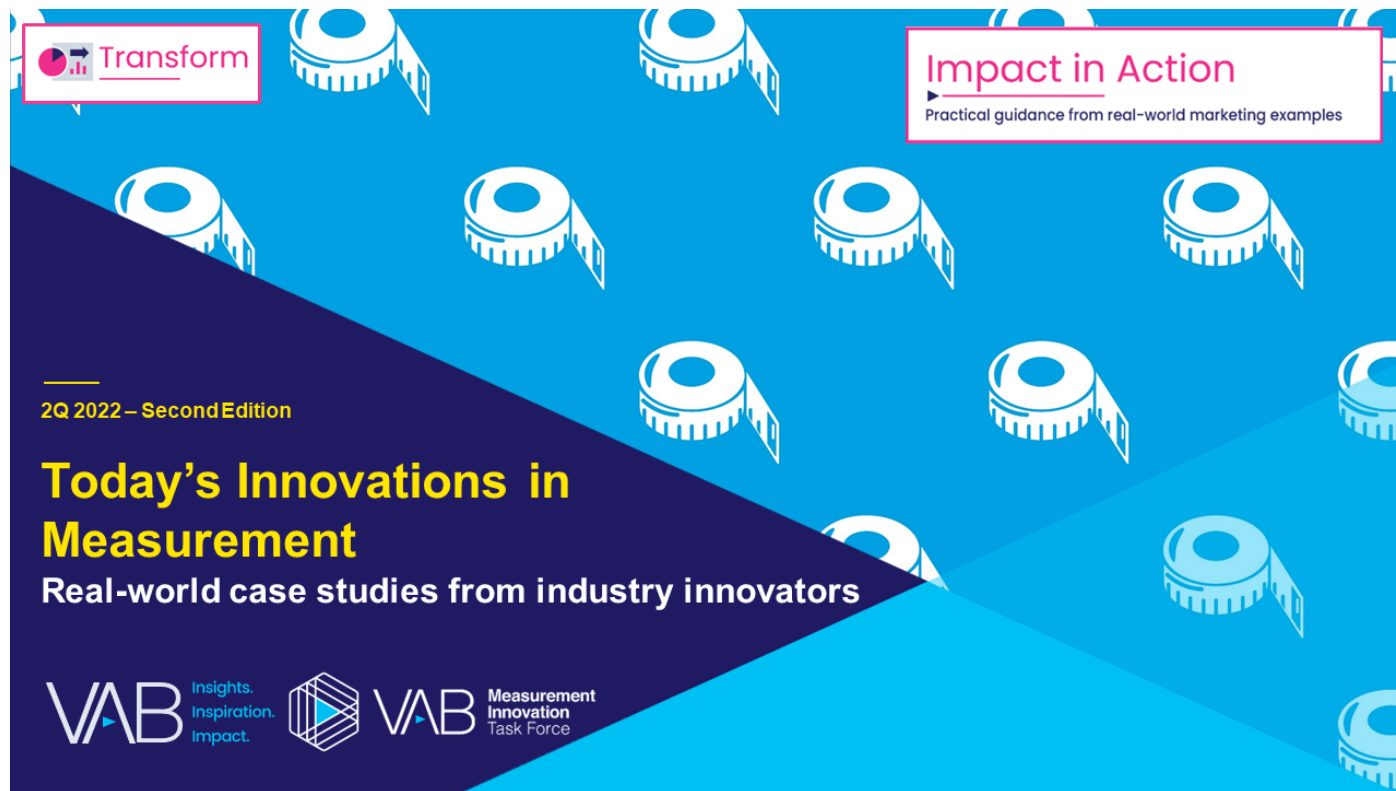


Power of the Platform: Using ACR Data To Target and Quantify Audiences and Campaigns

Just Released!



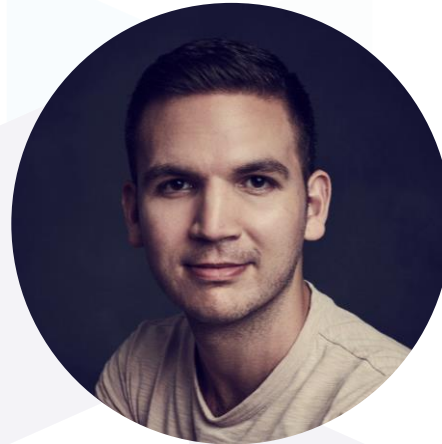
Missed the Q1 case study collection? You can find those 13 case studies across 10 product categories [here](#).

VAB members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at theVAB.com.

Today's Speakers



Devin Fallon
Director
Media Insights &
Analytics, VIZIO Ads



Ken Norcross
Senior Director
Data Strategy,
Inscape



Marianne Vita
SVP, Director of
Integrated Strategy &
Marketing, VAB



The source of **Truth**
for modern day TV
measurement across
the TV ecosystem.

#2

**Smart TV manufacturer in
the US (VIZIO)**

Over 40M TVs sold in the past 7 years

20M+

**Active opted-in Smart TVs
in the US**

Largest available ACR dataset

18B+

**Detected TV viewing hours
in the last year**

Combination of linear and streaming hours

VIZIO Inscope ACR



Take it all in.

Glass level TV data

Opt-in data from 20M+ HHS

Source Agnostic

Scalable and Representative (every local market)

TRADITIONAL

<p>OTA</p>	
<p>Set-top Box</p>	
<p>Satellite</p>	

STREAMING

<p>Native TV Apps</p>	<p>NETWORK APPS</p> <p>AGGREGATORS</p>
<p>3P Devices</p>	<p>NETWORK APPS</p> <p>AGGREGATORS</p>
<p>Gaming Consoles</p>	<p>NETWORK APPS</p> <p>AGGREGATORS</p>

Case Study 1:
Audience
Incrementality and Off-Platform Effectiveness

A major insurance advertiser used VIZIO and Inscope data to determine the incremental audience reached via VIZIO Ads over Linear, and the effectiveness of digital vs. linear ads in driving new users to its site

Ads were run through VIZIO's owned and operated FAST service WatchFree+, as well as the AVOD ad inventory VIZIO Ads has with our programming partners

Inscope data was used to determine the brand's reach within Linear environments as well as the incremental audience VIZIO Ads reached through digital media

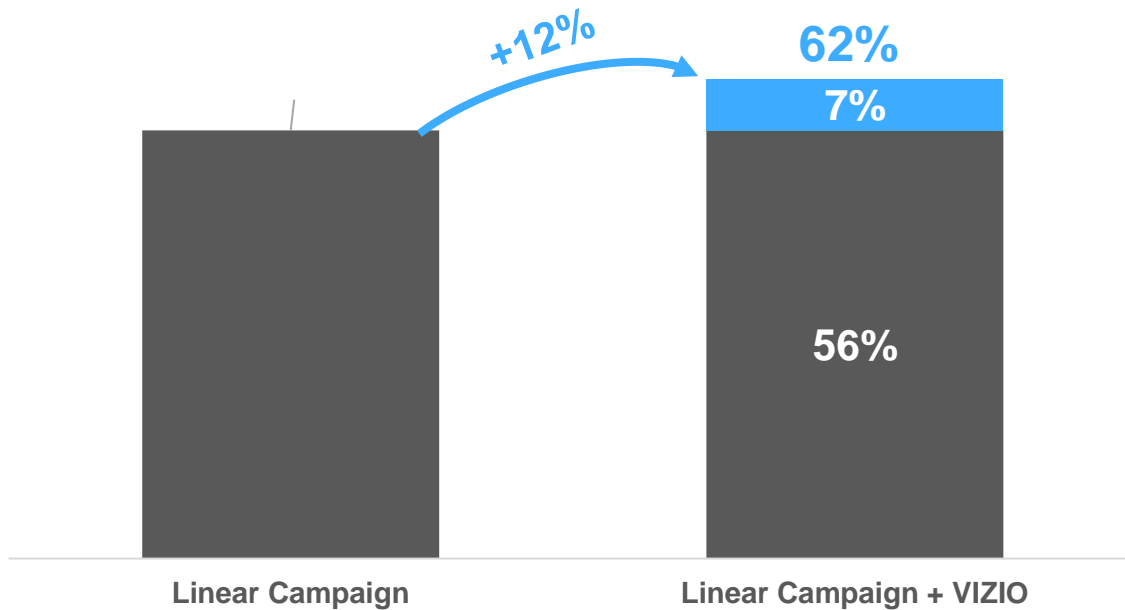
Site-site pixels were placed to tie on-site actions back to media exposure across both linear and digital environments

Case Study 1: VIZIO Ads Drove Incrementality in Both Audience Reach and Conversion Impact

VIZIOAds
Increased Reach by 12%

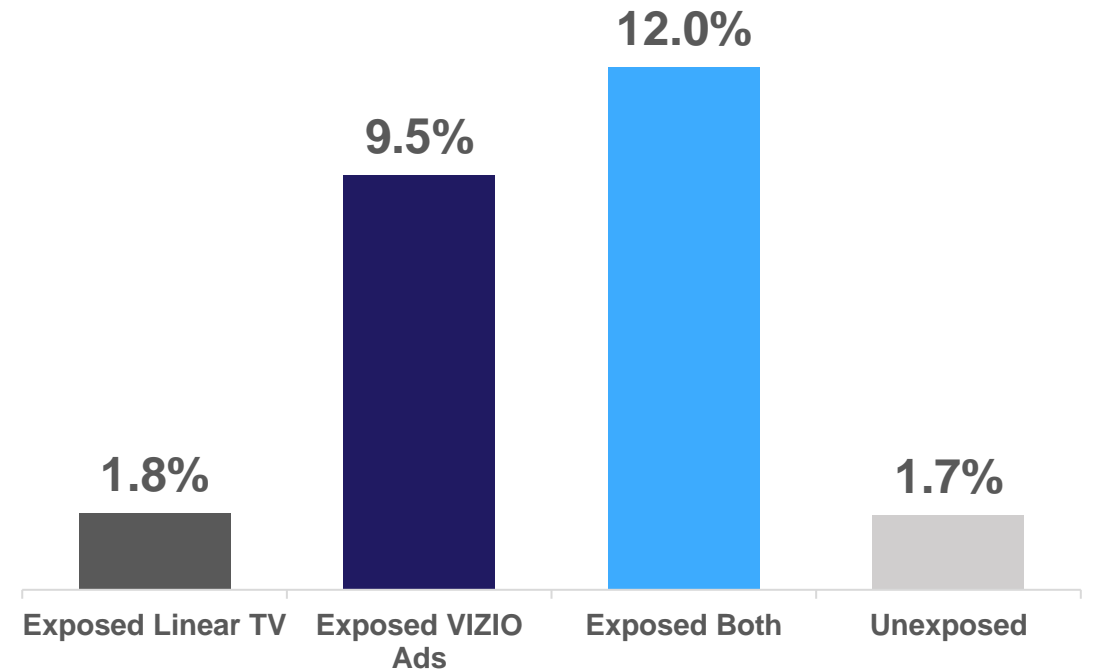
Percent of Active VIZIO TVs Reached by Client Campaign

■ Linear ■ VIZIOAds Incremental



Exposure on Both VIZIO AND Linear
Resulted in 7X Higher Conversion Rate

Conversion Rate by Platform



Case Study 2:
**Tune-in Engagement
Via Cross-platform
Activation**

A major cable network used Inscope data to qualify the target audience for a new season of a flagship series, with a full court press of media running across our endemic Homescreen environment, on-platform CTV video, and off-platform Household Connect extensions

Targeting included existing network viewers, a competitive proxy show list, and retargeting of linear promos

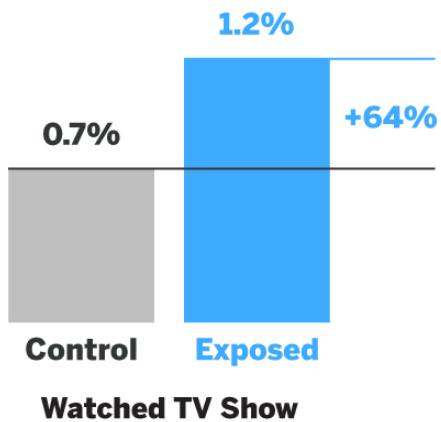
Inscope data was used to tie live and time-delayed views of the new season back to media exposure across all environments

Case Study 2: VIZIO Ads Exposed a Unique Audience and Successfully Drove Tune-In

Overall Tune-in Results

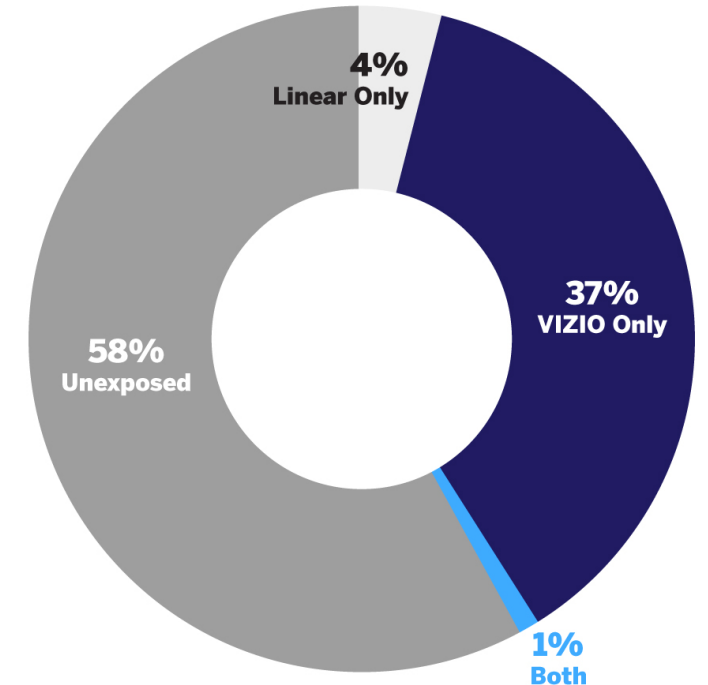
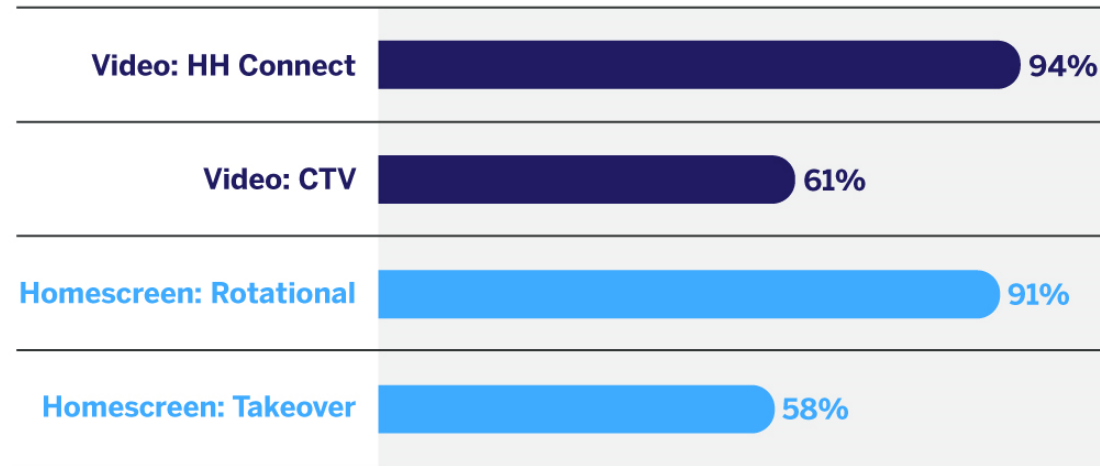
Control vs. Exposed
Tune-In Rates

All Targets



Summary By Tactic

Lift vs. Control Group



Guidance for Marketers

Use viewership data at the planning stage to quantify your pre-existing audience on the platform

Build audience segments based on audience viewership data to drive incrementality in reach, frequency, and/or competitive conquering

Leverage unique tactics (endemic, on/off-platform video) based on the audience being targeted and the outcomes being pursued

Capture linear vs. digital exposure and ad effectiveness based on the metrics and outcomes your brand cares most about

Q&A

Thank You!

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.