

α⁴ | ADVERTISING

2021

National OTT Incremental Reach Case Study: Education Brand

Extended linear TV campaign to OTT, reaching new consumers and creating efficiencies



Online Education Brand

Activation Summary

OBJECTIVE

- Increase brand awareness with new audience by strategically supplementing linear TV with OTT/CTV

SOLUTION

- Utilized pre-campaign data to identify which households were less likely to be exposed to the linear campaign
- Developed a highly optimized incremental OTT campaign targeting homes based on exposure in-flight

TARGETING & OPTIMIZATION

- Targeted HH's unexposed to linear TV campaign that overlap with brand target
- Optimized in-flight data to focus on unexposed homes and enhancing campaign efficiency

RESULTS

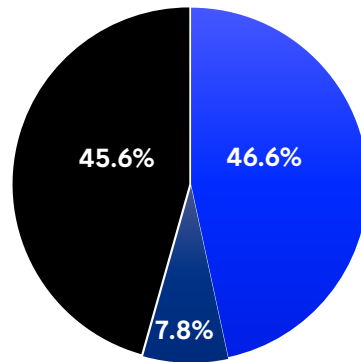
Grew OTT incremental reach from 3.7% to 14.7%



Online Education Brand

Efficient & Effective OTT

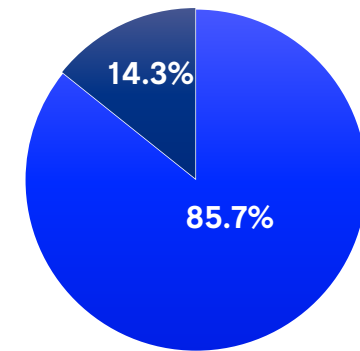
Target Audience Exposure Profile
% of Reached Target HHs



■ OTT Only ■ Linear TV & OTT ■ Linear TV Only

Only 7.8% of target HHs were exposed to the ad on both linear and OTT, confirming the campaign **reached primarily new homes**.

OTT Incremental Reach Campaign Efficiency
% of OTT Reached HHs



■ OTT Only (Incremental) ■ Linear TV & OTT

Of all the homes reached via OTT during the campaign, 86% were exposed to OTT only, **efficiently driving incremental reach**.

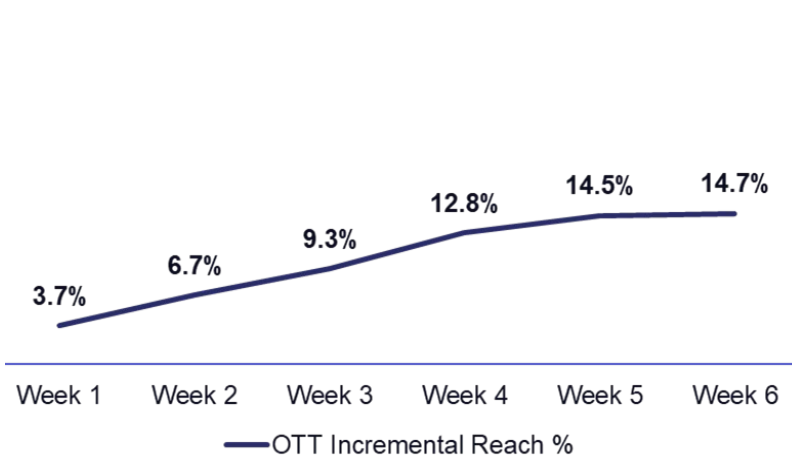
86% of OTT impressions were served to HH not exposed to linear campaign



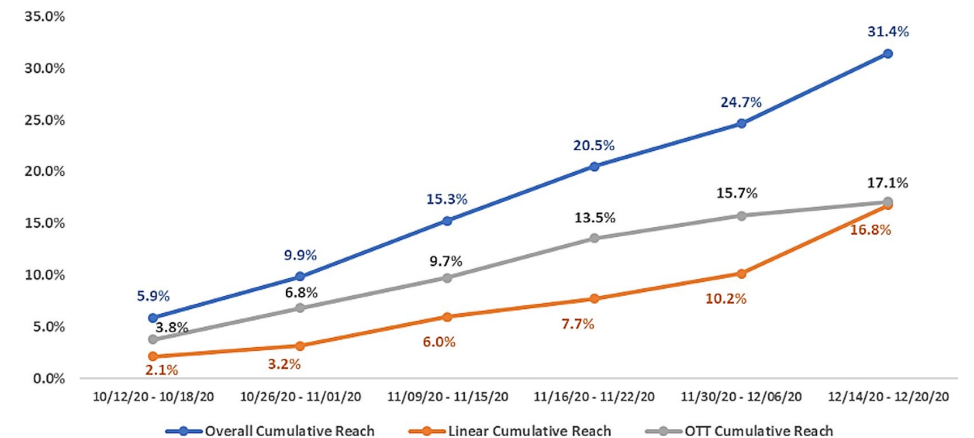
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Incremental Reach Growth

Campaign Efficiency and Growth Over a 6 Weeks On-air Flight



The incremental reach generated purely by the OTT campaign **grew from 3.7% to 14.7% (+297% growth rate)** from week 1 to week 6.



Cumulative Reach for the linear TV campaign **steadily increased** and converged with OTT during the final week of the campaign. Overall, the **OTT campaign exhibited higher reach and stronger growth.**