

# INCREMENTAL OTT REACH ANALYSIS

CASE STUDY



## OBJECTIVE

Utilize an optimized OTT media campaign to drive incremental reach above linear TV for a leading CPG brand target audience.

## APPROACH

Based on historical set-top box TV tuning data, a4 identified households that exhibit less historical tuning to the networks and dayparts included in the linear TV campaign for the client. The bottom 40% of linear tuning households were targeting for greater OTT impression delivery in an effort to ensure incremental reach by the end of the campaign. During the campaign (approximately 3 weeks), the households that were not exposed to the linear TV campaign were reassessed twice in order to more effectively retarget for OTT impression delivery.

## RESULT

76.3% or more than 3 out of 4 households reached by the OTT media campaign were incremental above the linear TV campaign.

