Precision at scale

Achieve Data-Driven Success with Ampersand

As TV viewership has become a multiscreen consumer experience, marketers agree that reaching audiences with more precision—with comprehensive and accurate measurement—has become table stakes for television transactions. With 61%* of TV content still viewed in a linear environment, it is more important than ever to use real and actionable data insights to drive success of TV and video advertising campaigns.

Ampersand's unique ability to deliver precision at scale gives brands and agencies an opportunity to uncover meaningful learnings into how their television campaigns are working toward business outcomes. With a commitment to data protection and privacy, Ampersand's aggregated viewership insights, plus scale in multiscreen inventory and geography, help brands optimize for better, more effective advertising.
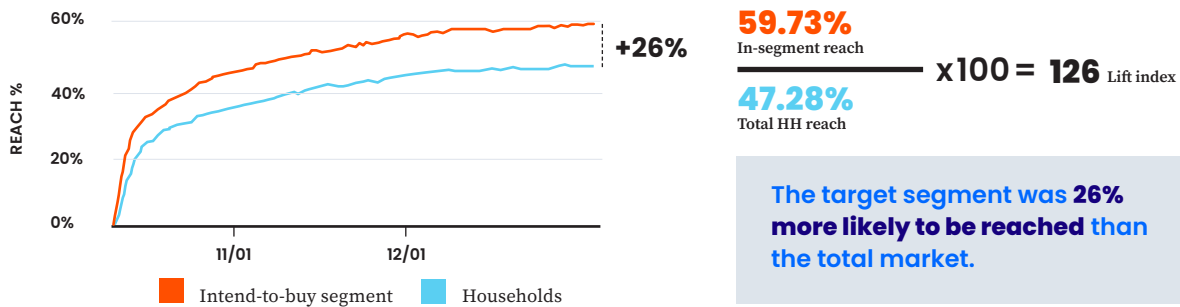
Here are a few examples of what we mean:

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Find your true audience
for superior precision in targeting

The ability within Ampersand's AND Platform™ to layer multiple 1st and 3rd party audience segments with aggregated viewership insights* offers brands a superior picture of their actual reach against real audiences. It also uncovers high potential consumers to provide the necessary balance of scale and network composition for more precise targeting and overall campaign effectiveness.

Overall reach and lift index

A mattress retailer significantly increased its reach by planning against intend-to-buy segmentation versus total households, allowing for more precise targeting.

+26%

59.73%
In-segment reach

47.28%
Total HH reach

x100 = **126** Lift index

REACH %

Legend:
- Intend-to-buy segment
- Households

The target segment was 26% more likely to be reached than the total market.

Advertiser: Mattress Retailer **Market:** Washington DC **Flight Dates:** 9/27/21-1/30/22 **Segment:** Mobile Locations Models, Visits, Mattress Store Shoppers

Source: Aggregated viewership insights from Ampersand's AND Platform

Efficient network optimizations

In addition, Ampersand analysis demonstrated a healthy mix of cable networks that not only showed an increase in index to the intend-to-buy segment but in some instances higher reach, driving greater efficiency in both weighting and spending.

TV LAND

Reach	Index
5.78	121

USA

Reach	Index
2.7	120
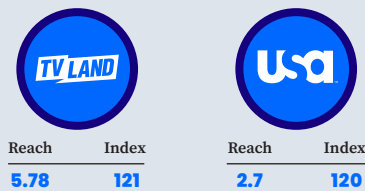
Against the mattress store shopper audience segment, while both networks over indexed, the niche network TV Land had more than double the reach of its larger counterpart USA.

Source: Aggregated viewership insights from Ampersand's AND Platform

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*Ampersand's precision at scale and viewership insights are derived with a commitment to data protection and privacy

Understand viewership fluctuation by market
in all geos big + small

From New York to Alpena, precision at scale allows Ampersand to generate aggregated viewership insights* beyond age and gender, regardless of geography or market size. Smaller DMAs have historically been underserved by panel-based measurement. Ampersand geo-level viewership insights, layered with behavioral data, uncover valuable geographic differences which can be optimized for your campaign.

New York (DMA Rank: 1)

Network	Index
BET	166
TV1	160
VH1	155
DXD	142
TOON	139

Charleston-Htng (DMA Rank: 77)

Network	Index
TOON	137
CMDY	133
FXX	130
TRU	130
NICK	128

Source: Aggregated viewership insights from Ampersand's AND Platform; Nielsen 2021-2022 DMA Ranks; Experian

An analysis of the **same target audience of fast-food consumers** from the largest DMA to a mid-sized DMA, shows a high variance in viewing behavior.
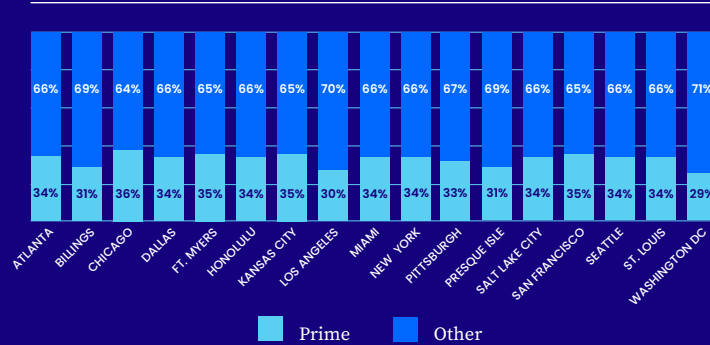
One cookie cutter approach doesn't work for all markets. This is precision at scale in action.

Challenge Prime Time Viewing Notions
to optimize your daypart mix

Brands continue to prioritize investment against the Prime Time daypart despite behavioral data that confirms other dayparts merit significant consideration.

Daypart Viewing Percentage: Prime vs Other

Market	Prime	Other
ATLANTA	34%	66%
BILLINGS	31%	69%
CHICAGO	36%	64%
DALLAS	34%	66%
FT. MYERS	35%	65%
HONOLULU	34%	66%
KANSAS CITY	35%	65%
LOS ANGELES	30%	70%
MIAMI	34%	66%
NEW YORK	34%	66%
PITTSBURGH	33%	67%
PRESQUE ISLE	31%	69%
SALT LAKE CITY	34%	66%
SAN FRANCISCO	35%	65%
SEATTLE	34%	66%
ST. LOUIS	34%	66%
WASHINGTON DC	29%	71%

■ Prime   ■ Other

Source: Aggregated viewership insights from Ampersand's AND Platform

Marketers can now understand the complete value of their local TV allocations and improve their campaign performance and efficiency by aligning with their desired audiences' behavior across different times of the day.

An analysis of 17 markets, ranging in size and geography, consistently shows an average of 66% of viewing happening outside of Prime.

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Uncover real viewership
from previously underrepresented markets + networks

With Ampersand's aggregated viewership data insights*, marketers can uncover real viewers of their desired target audience, including those who may have been missed or under-represented by panel-based measurement, across all markets and networks.

MTV2: HH Viewing Minutes/Month

	21-May	21-Jun	21-Jul	21-Aug	21-Sep	21-Oct
Baltimore	1,256,697	1,256,697	1,094,523	910,743	903,273	1,120,007
Chicago	3,714,131	3,714,131	3,287,423	3,055,210	3,070,421	3,851,465
Las Vegas	1,458,999	1,458,999	1,189,005	1,133,735	1,123,925	964,495
Phoenix	9,318,729	9,318,729	7,283,537	7,798,224	6,822,504	6,550,430
St. Louis	2,397,209	2,397,209	2,058,530	2,027,192	1,922,058	1,921,543

■ Ampersand　　　■ Minimum cume threshold met (Ampersand data included)

Source: Aggregated viewership insights from Ampersand's AND Platform;
Nielsen Net Weekly Cume Reports (May-October 2021)

When looking at one cable network across a six-month period, 27 of the 30 reporting instances measured were missed with panel-based data (90%).

Ampersand provided measurable viewership data in every market for every month.

With the power of Ampersand's data precision at scale, brands and agencies embracing the audience first approach can create the most efficient, effective, and accountable buys possible. Now, marketers can optimize their campaigns successfully to improve business outcomes.

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