Ampersand's Advanced TV Solutions Tool Kit: Insights, Meet Outcomes™

DECEMBER 2023

The proliferation of screens, services, and technologies has fragmented the video advertising ecosystem at an increasing pace. While this level of content and platform choice is great for viewers and consumers, it has made the marketer's job harder than ever because it's harder to find your audience. Even though the basic needs of marketers haven't changed – find as much of your key audience as you can and reach them with the right message in an effective environment – actually achieving that goal is getting harder, or at least more confusing.

But something else has proliferated in the marketplace at the same time: data. Using the explosion of data generated as a byproduct of these changes in the ecosystem, marketers can use insights as the north star to guide them through fragmented waters.

Ampersand sits squarely at this intersection of media and data. Our experience in reaching 117M households with video messaging across screens, building off of 64M households of data insights, has allowed us to identify best practices for how marketers can succeed in a fragmented world.

Using some of the most common scenarios we're seeing with our clients, let's show you how...

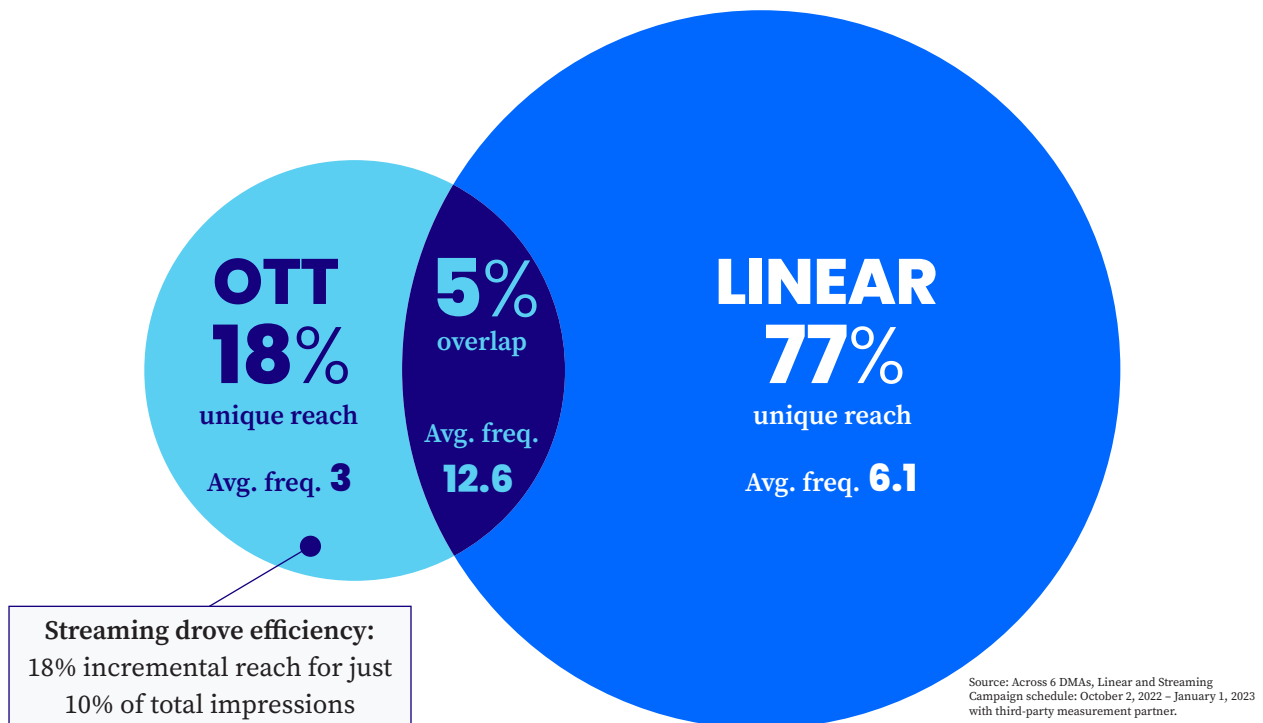– Justin Rosen, *SVP Data & Insights*

ampersand
MOVING TV FORWARD™

Scenario 1

"I'm unsure how much of my budget I should put into streaming versus linear."

Use Fragmentation to Your Advantage: Reach the Most Consumers

Too often we hear that marketers need to choose between viewing platforms. Linear OR Streaming. Why? Use every media asset at your disposal – both linear and streaming inventory – to maximize the total audience that you can reach. And prove it with data.

Efficiencies of Combining Streaming and Linear

OTT 18% unique reach

Avg. freq. **3**

5% overlap

Avg. freq. **12.6**

LINEAR 77% unique reach

Avg. freq. **6.1**

Streaming drove efficiency: 18% incremental reach for just 10% of total impressions

Source: Across 6 DMAs, Linear and Streaming Campaign schedule: October 2, 2022 – January 1, 2023 with third-party measurement partner.
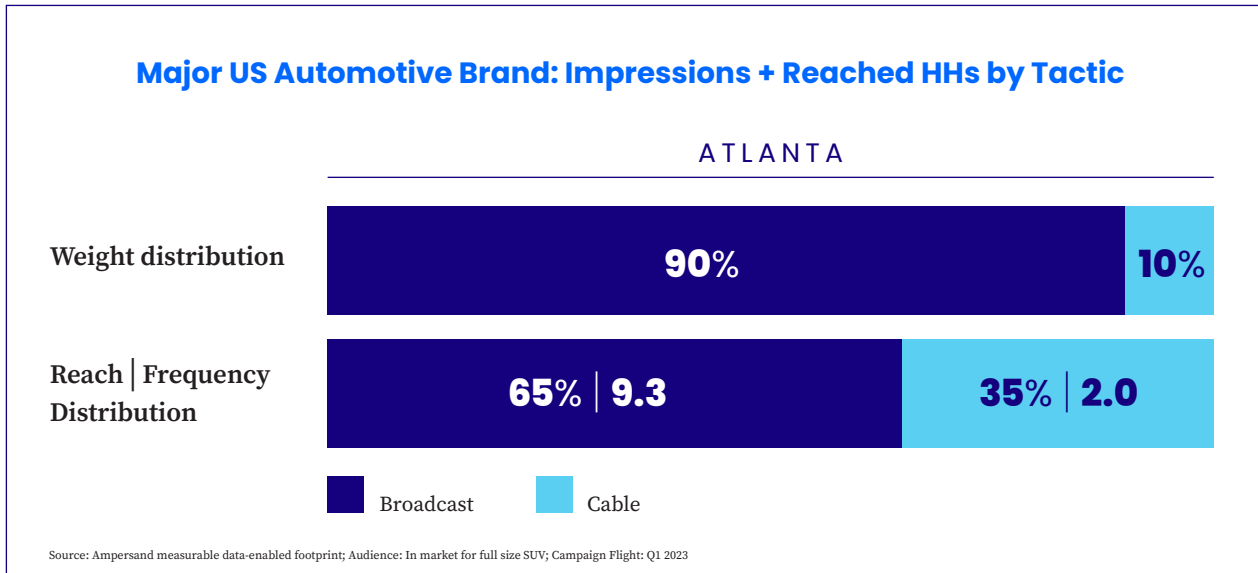
A multiscreen approach is the best approach to reach the most consumers in your target. In the multi-market campaign measured above, we saw that by allocating just 10% of total impressions into streaming, there was little overlap between the two tactics (only 5% of HHs).

ampersand
MOVING TV FORWARD™

Scenario 2

"I am having a hard time maintaining optimal reach and frequency, and I'm afraid my TV campaigns are less efficient and less effective as a result."

How Local Marketers Win: Optimize Your Local Strategy

Local TV is evolving, rapidly. It's time your strategy evolves with it. Gone are the days of ineffective targeting based on age/gender demographic constructs. So, too, are wasted impressions on legacy broadcast spends. Every last dollar should be spent in ways that enhance your media performance. The solution? Look at the full picture with data.

Major US Automotive Brand: Impressions + Reached HHs by Tactic

ATLANTA

	Broadcast	Cable
Weight distribution	90%	10%
Reach | Frequency Distribution	65% | 9.3	35% | 2.0

■ Broadcast ■ Cable

Source: Ampersand measurable data-enabled footprint; Audience: In market for full size SUV; Campaign Flight: Q1 2023
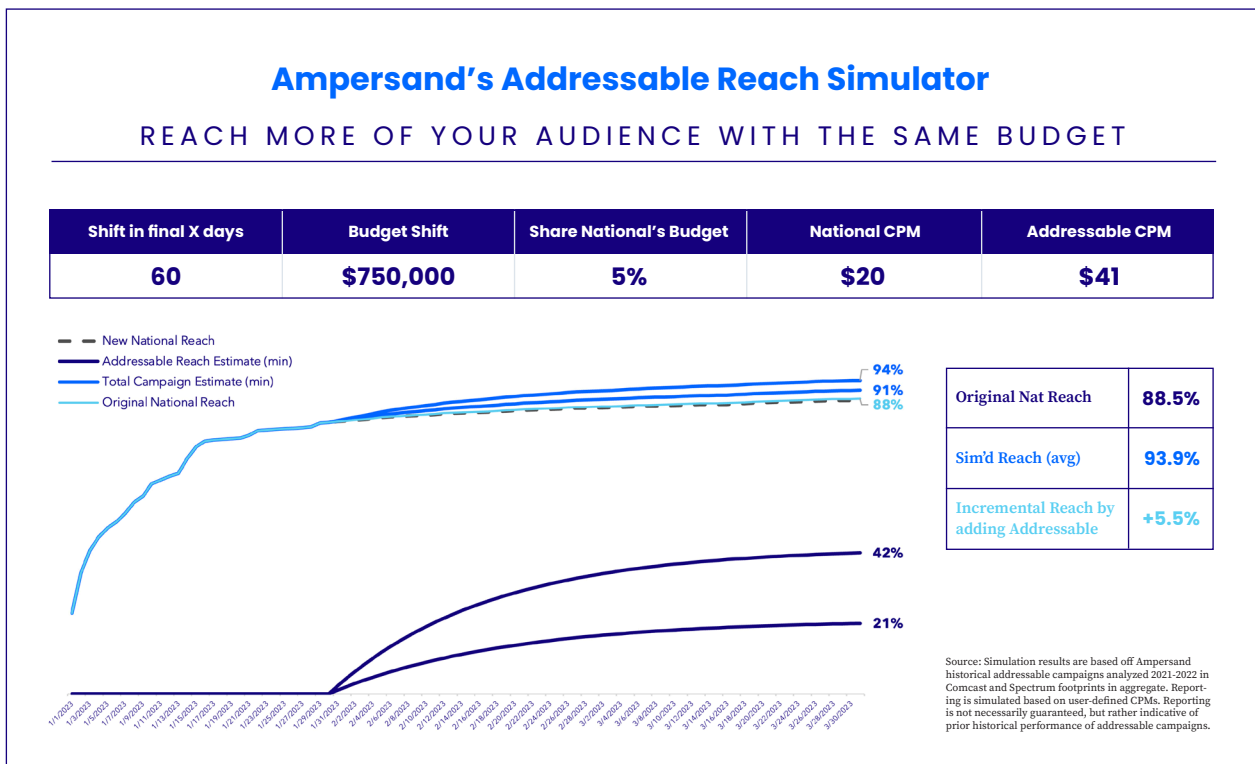
We can look across the total landscape of a given market/DMA, across cable and broadcast channels, to evaluate the share of measurable impressions and share of measurable reach within each tactic. Although cable usually contributes a smaller portion of media weight, it generally accounts for a disproportionate amount of increased reach. Optimizing towards a more balanced approach will improve effective frequency among media channels.

ampersand
MOVING TV FORWARD™

Scenario 2 CONTINUED

How National Marketers Win: Harness Addressable TV

Our history evaluating National TV campaigns consistently demonstrates that gaining new eyeballs usually plateaus after a few weeks. In other words, if most of your intended audience is reached after about 3 or 4 weeks of national television, it can be exponentially more expensive to reach any new viewers. How can marketers reach these hard-to-find consumers without overspending?

Ampersand has built an Addressable Simulator tool that shows the potential impact of shifting a portion of the national media weight from the latter part of the flight into Addressable TV.

Ampersand's Addressable Reach Simulator
REACH MORE OF YOUR AUDIENCE WITH THE SAME BUDGET

Shift in final X days	Budget Shift	Share National's Budget	National CPM	Addressable CPM
60	$750,000	5%	$20	$41

Legend:
- New National Reach
- Addressable Reach Estimate (min)
- Total Campaign Estimate (min)
- Original National Reach

94%
91%
88%

42%

21%

Original Nat Reach	88.5%
Sim'd Reach (avg)	93.9%
Incremental Reach by adding Addressable	+5.5%

Source: Simulation results are based off Ampersand historical addressable campaigns analyzed 2021-2022 in Comcast and Spectrum footprints in aggregate. Reporting is simulated based on user-defined CPMs. Reporting is not necessarily guaranteed, but rather indicative of prior historical performance of addressable campaigns.

With the dynamic opportunity to create scenarios based on cost and flight length, this intelligence can help marketers reduce the overall campaign's average Cost Per Incremental Reach Point, reduce the effective CPM, and ultimately reduce waste and overexposure. Even the most saturated of national campaigns can benefit tremendously from even a 1% lift in reach. Critically, you'll be able to reach more of your audience with the same budget.
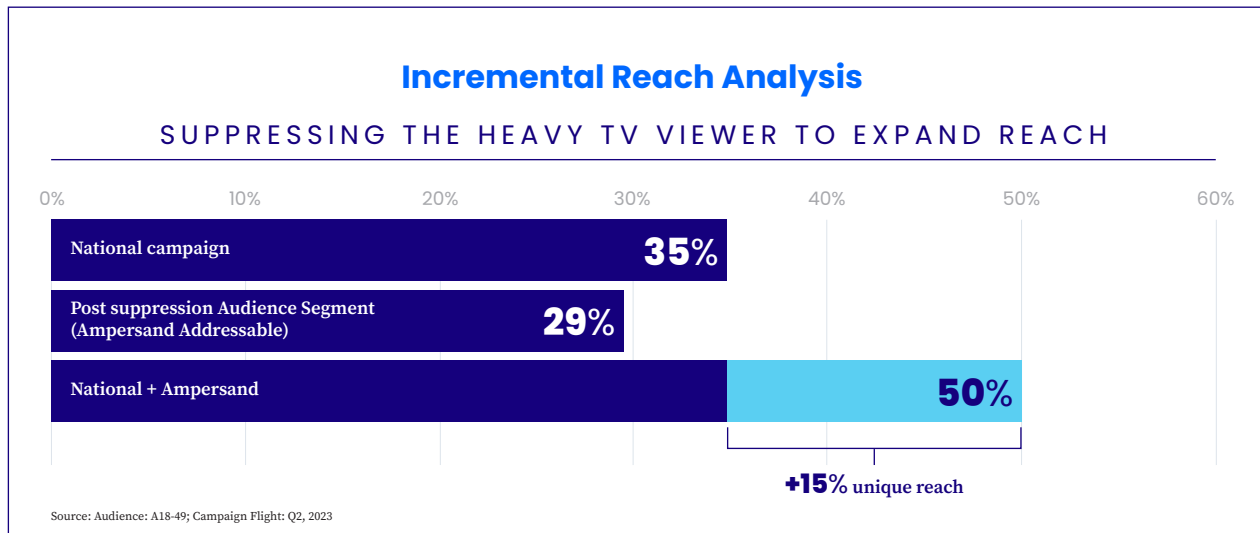
ampersand
MOVING TV FORWARD™

Scenario 3

"I worry my TV spend is only reaching the heaviest TV viewers, but I need to reach all TV viewers."

Addressable TV to Reach the Less Frequent TV Viewers:

Every TV viewer is different, watching what they want, where they want, how they want. Ampersand's access to viewing insights has allowed us to determine that ⅓ of overall television households consume ⅔ of all viewing minutes. This understanding gives marketers the power to select and qualify the households that, by nature, are less likely to have seen a national linear ad because they simply watch less TV overall. Addressable TV capabilities can uniquely target harder-to-reach audiences and infrequent TV viewers, boosting your total reach and doing so more efficiently.

Addressable TV technology allows marketers to simply suppress the heaviest TV viewers, only reaching lower-to-medium levels of viewers, increasing overall reach and balancing effective frequency.

Incremental Reach Analysis

SUPPRESSING THE HEAVY TV VIEWER TO EXPAND REACH

National campaign	**35**%
Post suppression Audience Segment (Ampersand Addressable)	**29**%
National + Ampersand	**50**%

+15% unique reach

Source: Audience: A18-49; Campaign Flight: Q2, 2023

And it works! Addressable TV contributed +15% unique reach vs. what this advertiser achieved through their National campaign alone, with double-digit growth among the Light and Medium TV viewers.

To learn more about how our rich data insights can help your past, present and future campaigns, reach out to your Ampersand rep, or email us at **marketing@ampersand.tv**

ampersand
MOVING TV FORWARD™