

Using TV Data to Transform Marketing Investment



 videoamp +  incape

April 2019

Golden Age for Video, but Not for Marketers, or Ad supported Media owners

A new ecosystem with many access points to view content, across all devices, at any time presents increasingly more challenges for marketers.



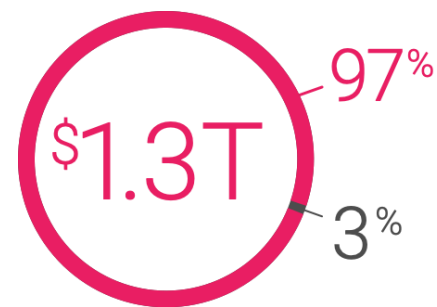
Marketers under pressure to deliver results; prove ROI

↓ 27%

Ratings decline across the top four networks over past two years



Consumers watching TV & Video across all screens with ease

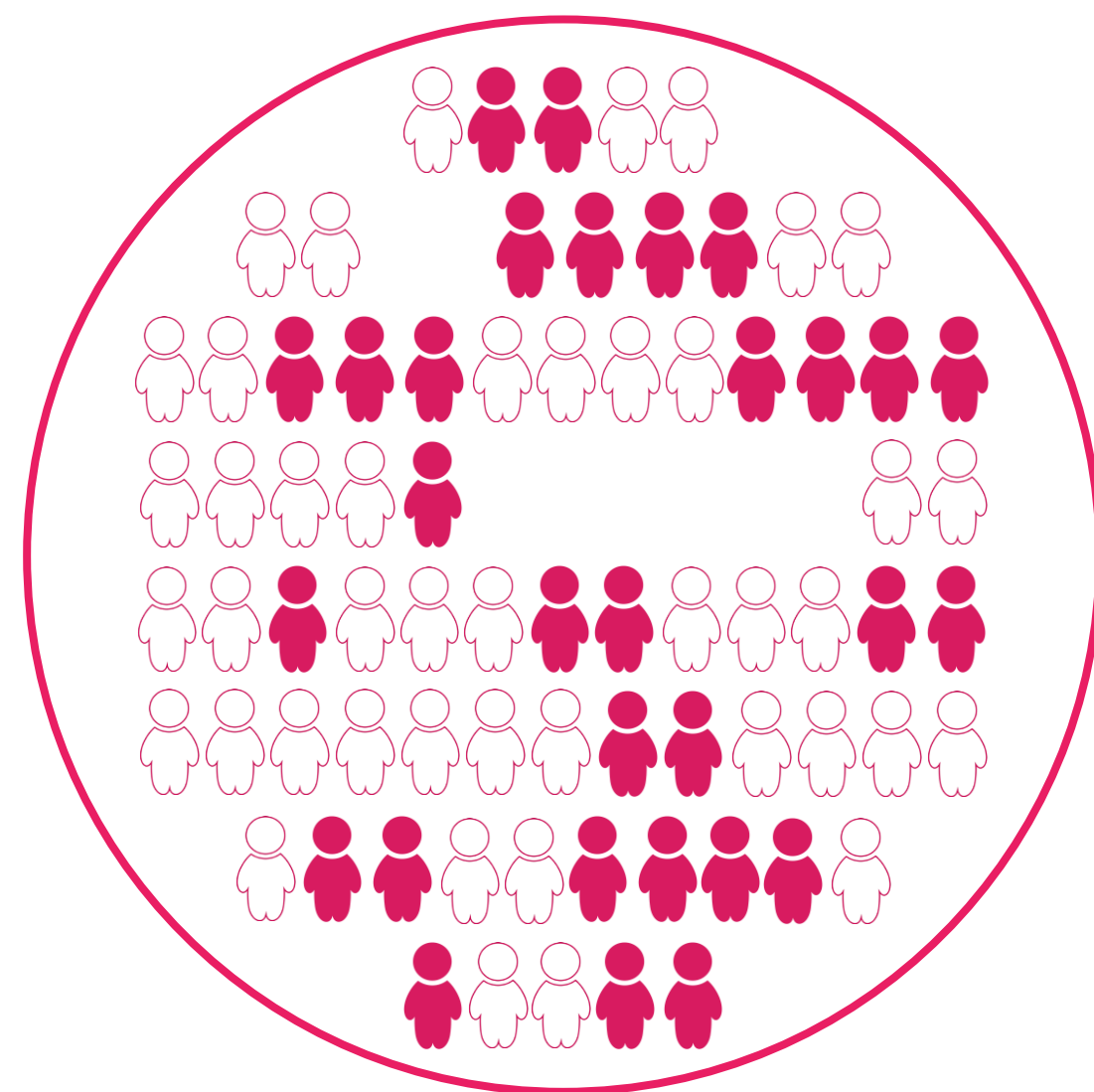


Only 3% of Brand Marketing spend is optimized against sales lift

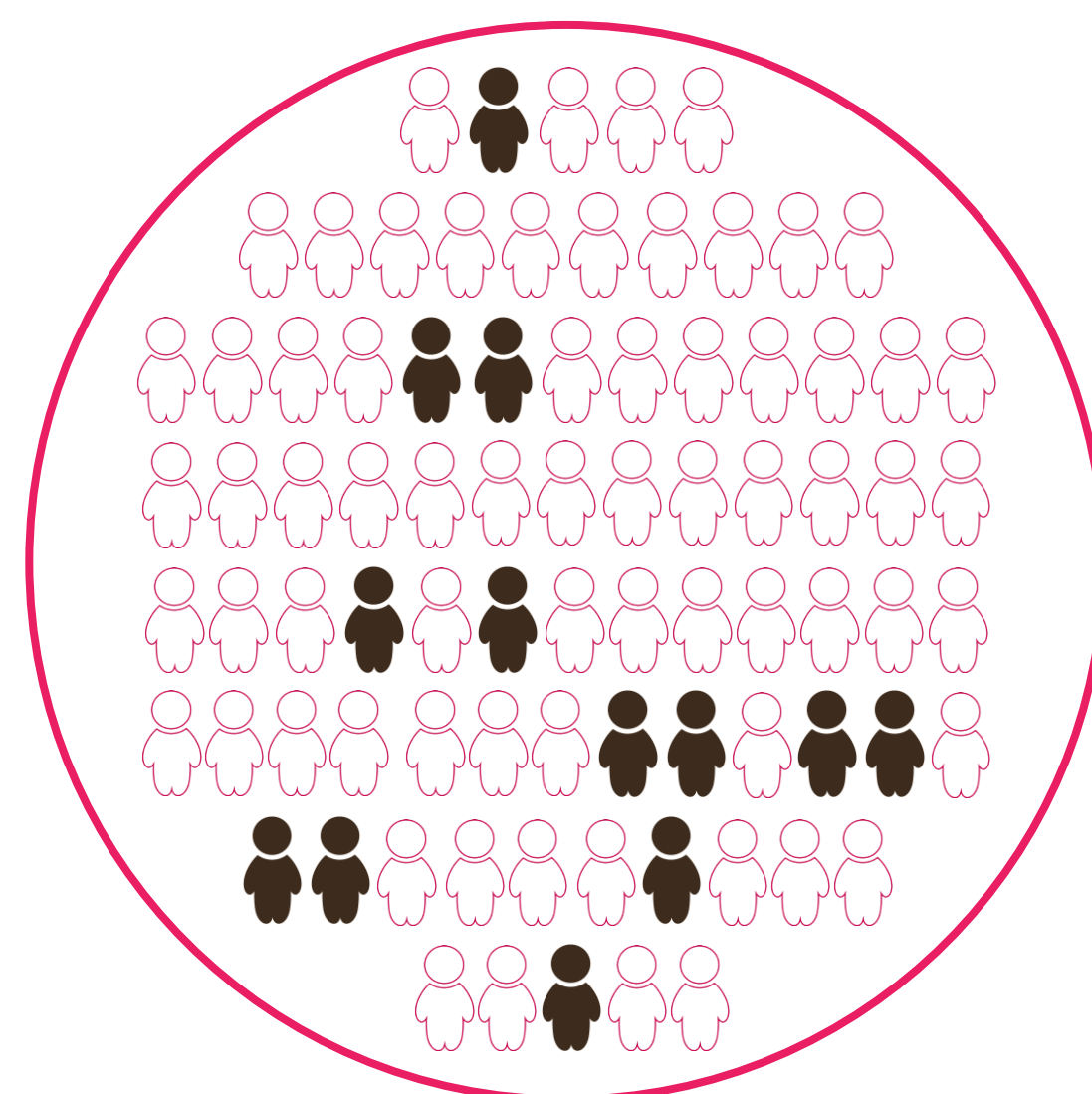


TV is Evolving Beyond Age & Gender

- People-based brand marketing is on the rise and shifting from digital to TV.
- Advanced Audiences in TV are being driven by new data sources - 1st & 3rd party data, TV data (ACR & STB), lifestyle, purchase and psychographic data.
- Brands are embracing DMPs and CDPs while central data groups are forming at agency holding companies.



Age & Gender



Actual Target Audience



Value

Harness data to reduce waste by reaching more of your desired target audience



#2

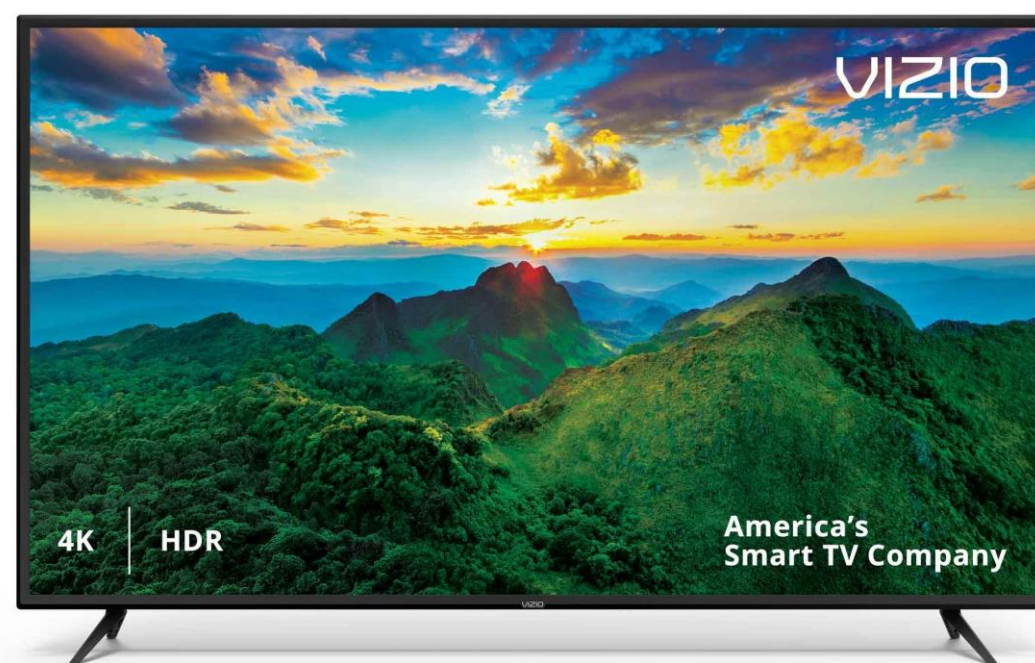
largest market share of smart tvs in the u.s.

10M+

active opt-in unique smart tv viewership in u.s. market

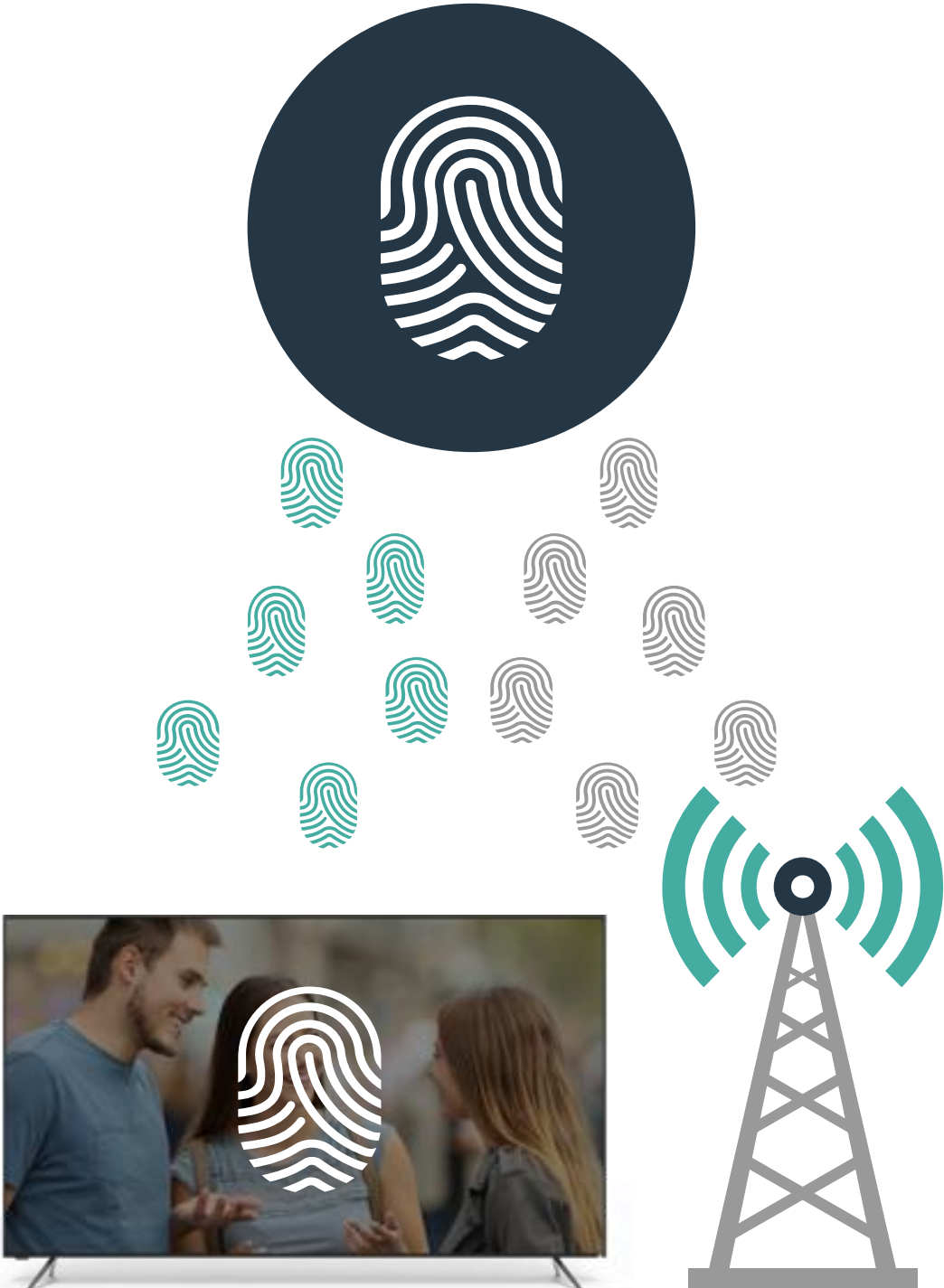
100%

opt-in and privacy compliant by the ftc



how we do it

capture



match



deliver



in^ocape acr advantages



national

Representing every DMA. No Holes.

comprehensive

Detecting content from any source.

census-level

Demographically representative.

ip-connected

Matchable to 1st and 3rd Party Data.

consumer opted-in tracking

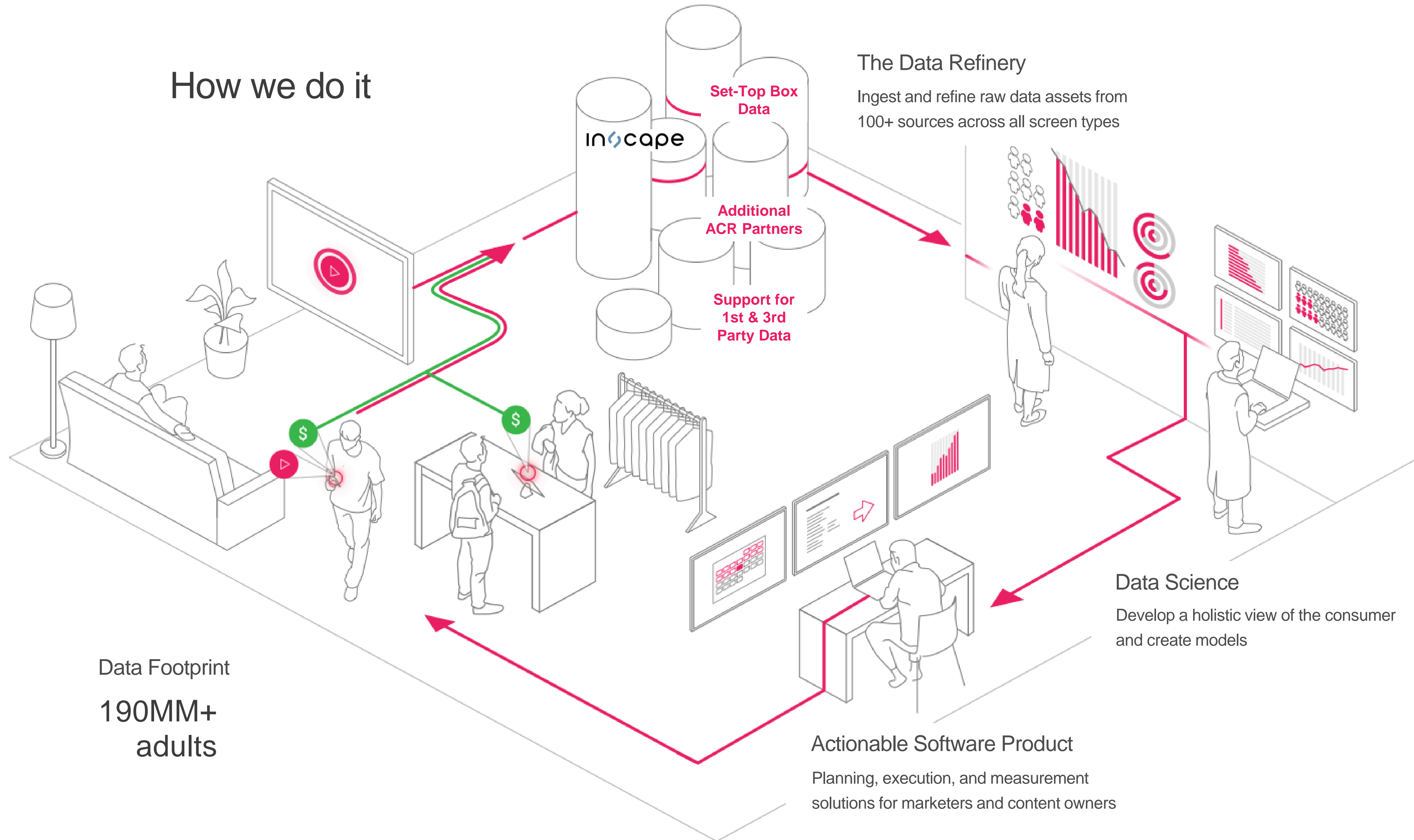
100% compliant with FTC's consumer privacy guidelines.

how can you use the data?

	analytics <i>pre-campaign planning</i>	targeting <i>campaign activation</i>	measurement <i>post-campaign analysis</i>
Linear TV	Identify concentrated target audiences	Buy inventory by concentrated target audiences	Understand impact on campaign KPIs
Linear+Digital	Know the audience	Activate what audiences saw and what audiences watch	Analyze cross-platform against KPIs, including reach and attribution
Digital	Find the highest indexed audiences against a given TV viewing behavior	Target audiences that were exposed to specific content	Determine cross-platform campaign reach



How we do it



The Data Refinery

Ingest and refine raw data assets from 100+ sources across all screen types

in^ocape

Set-Top Box Data

Additional ACR Partners

Support for 1st & 3rd Party Data

Data Science

Develop a holistic view of the consumer and create models

Actionable Software Product

Planning, execution, and measurement solutions for marketers and content owners

Data Footprint

190MM+ adults



It's Working



Planning

Effectively allocate marketing investment across all channels



Execution

Automate the contract and delivery process of the investment



Measurement

Measure the effectiveness of marketing spend against sales lift

Customer Case Study:

Before VideoAmp

\$ 14M SPEND

generates

\$ 31MM SALES

\$ 21 CPM

After VideoAmp

\$ 16M SPEND

generates

\$ 63MM SALES

\$ 39 CPM

Leading Global Advertiser

+78% ROI

National TV Programmer

+86% YIELD

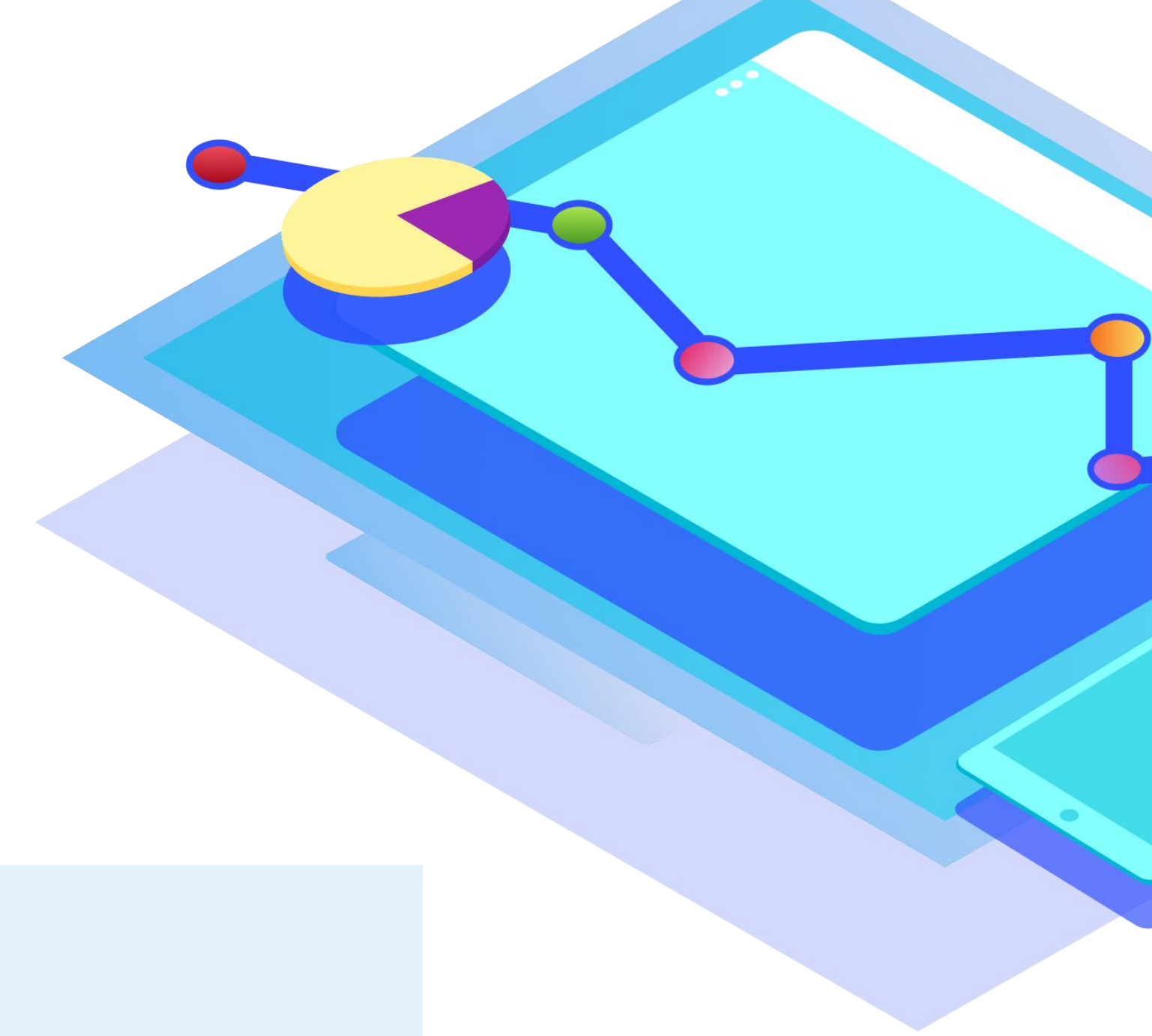




NATIONAL TELCO

Case Study Insights

After measuring a leading Telco's deduplicated reach and frequency across screens and analyzing holistic campaign performance, VideoAmp found:



1 in 4

A quarter of linear impressions were found over the frequency target

1 in 4

A quarter of users reached on digital were found under the frequency target

1.5x

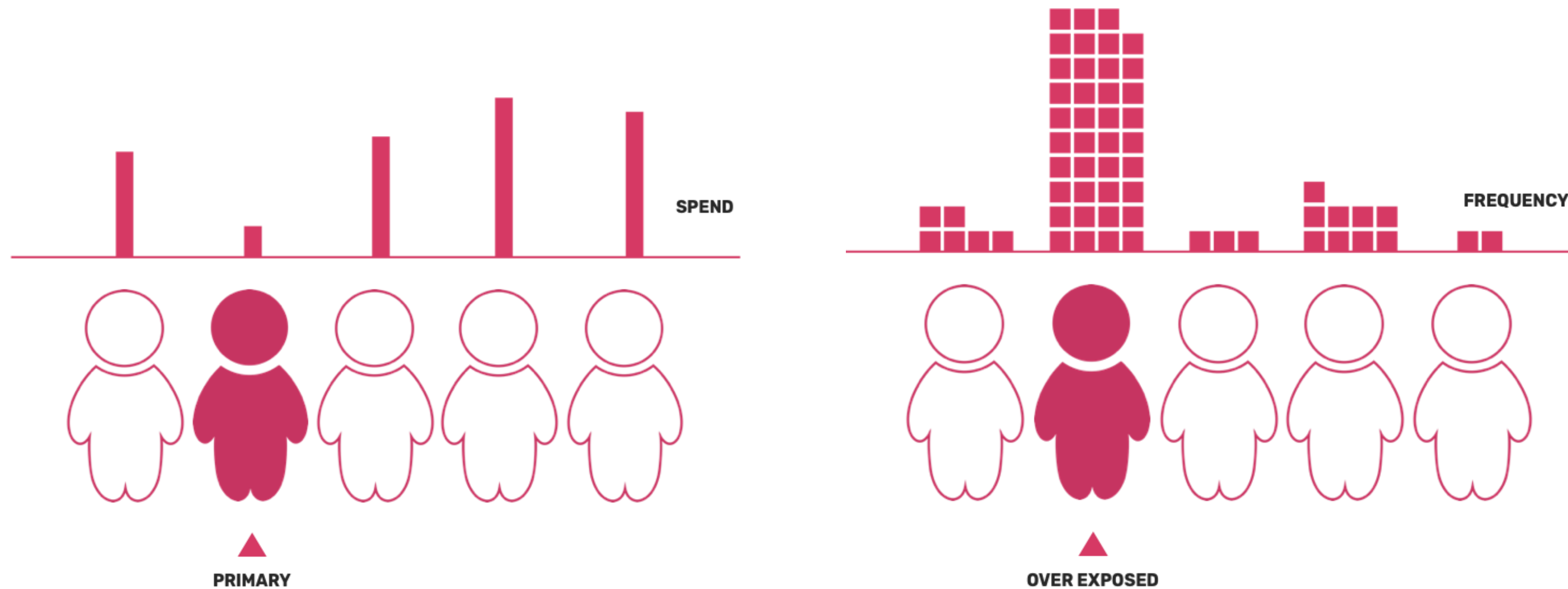
Adding linear TV exposure to digital audiences increased campaign performance



Thank You



Cross-Screen Measurement Identifies Opportunity Gaps & Overlaps

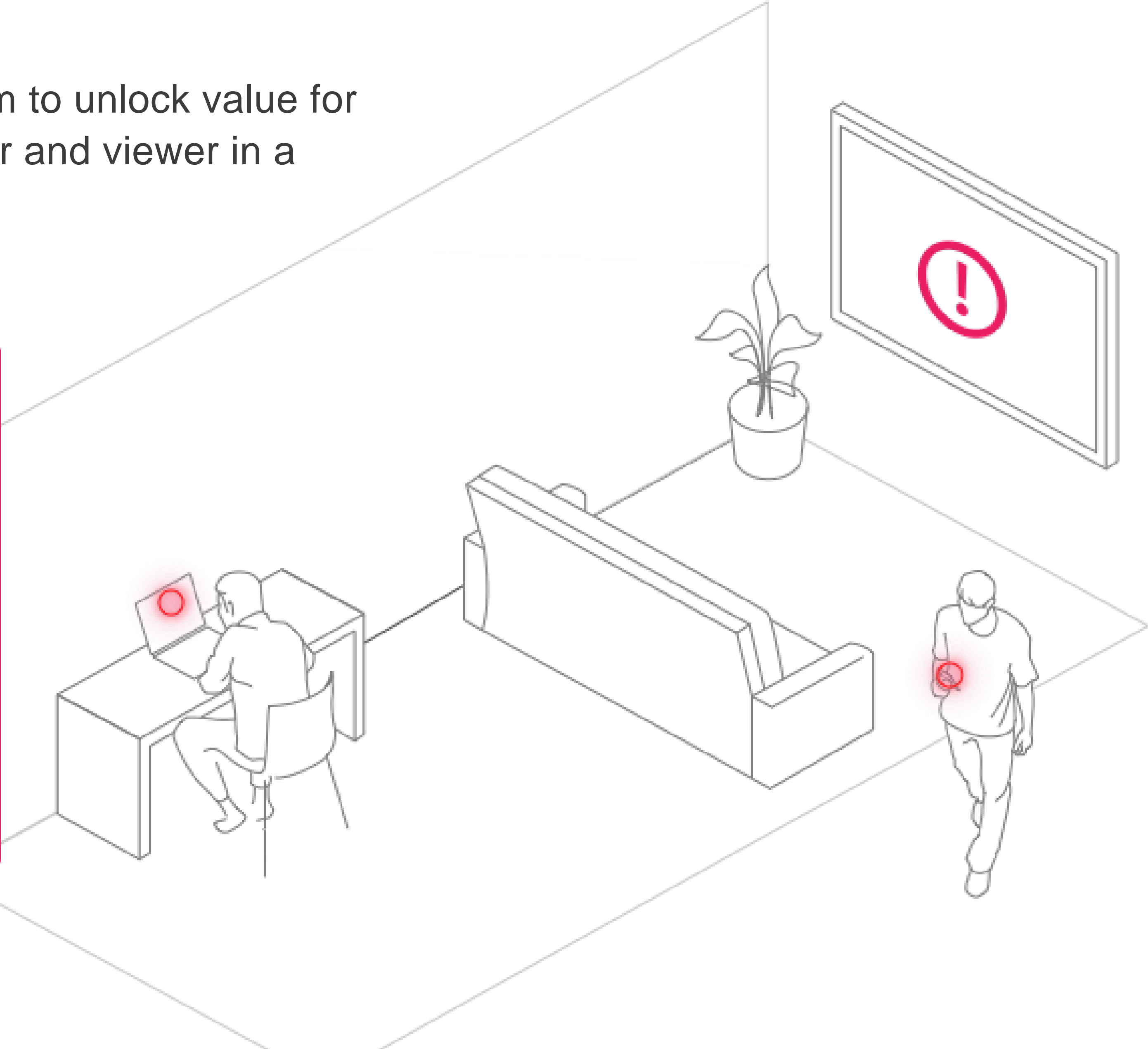


Up to 30-50% of cross-screen impressions are off-target for their intended audience

90% of advertising campaigns are at least 20% over frequency on linear TV and 15% under frequency on digital/OTT

TV is Video, Video is TV

The entire market must act as a platform to unlock value for both sides, and to capture the consumer and viewer in a privacy-safe manner.

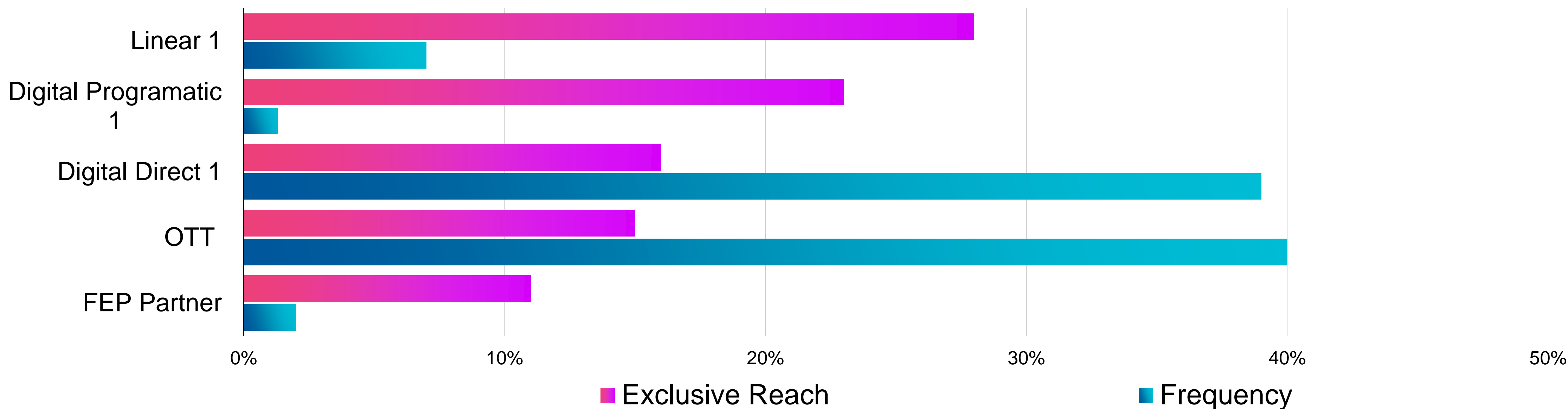




Exclusive Reach Across Screens

The Telco was able to compare partner performance across both linear and digital channels.

Exclusive Reach and Frequency by Partner



Prioritize Partners with High Exclusive Reach, but Low frequency.



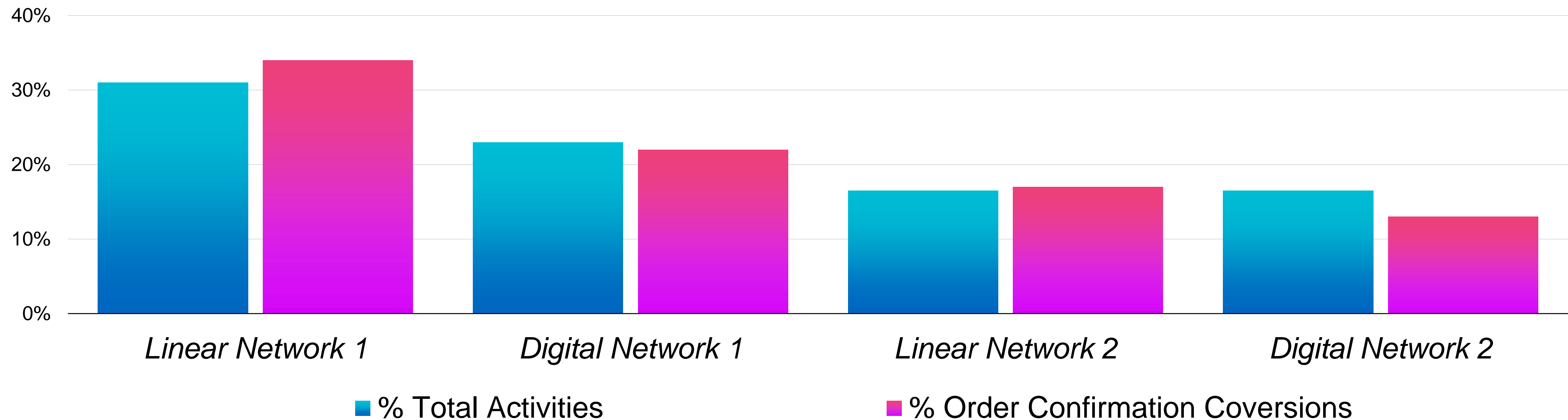
NATIONAL TELCO



Conversion by TV ad Digital Networks

With the right cross-screen tools, the Telco was able to measure granular, deep-funnel metrics to inform their business strategy, and help them meet their KPIs.

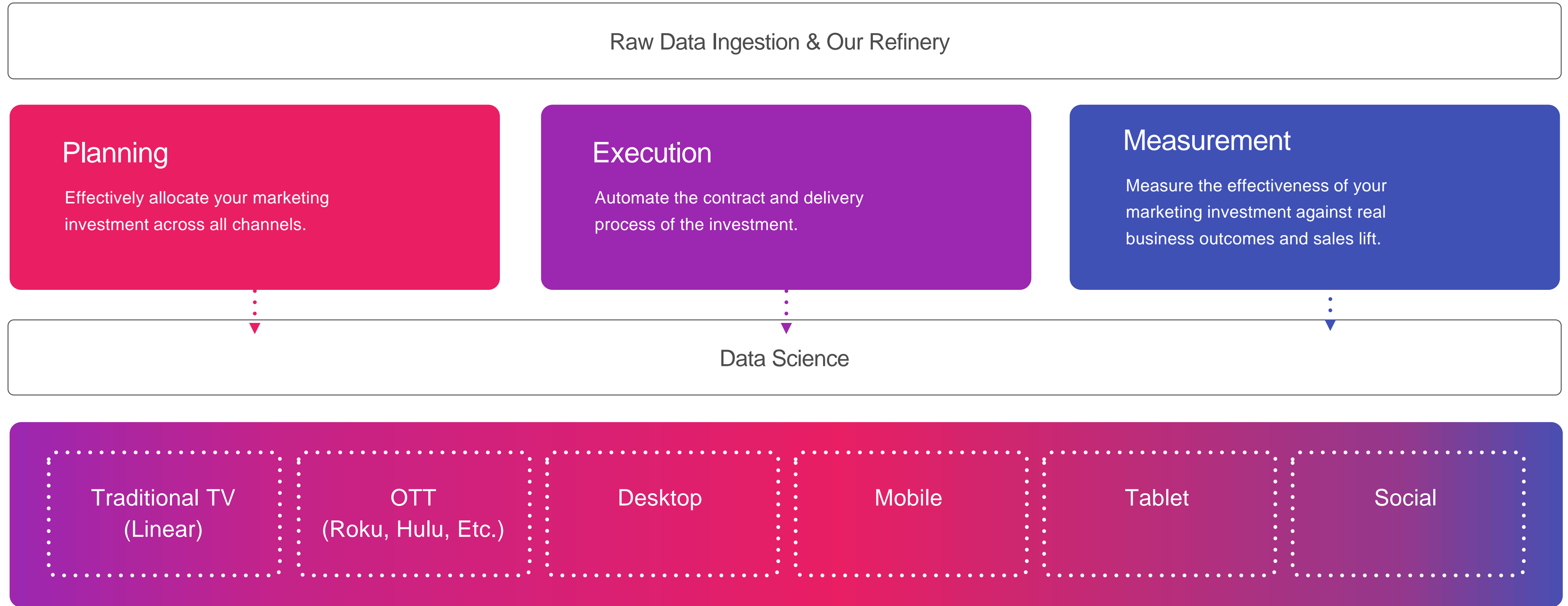
Digital Activities and Conversion by Network



Optimize to your top-performing partners, regardless of channel.

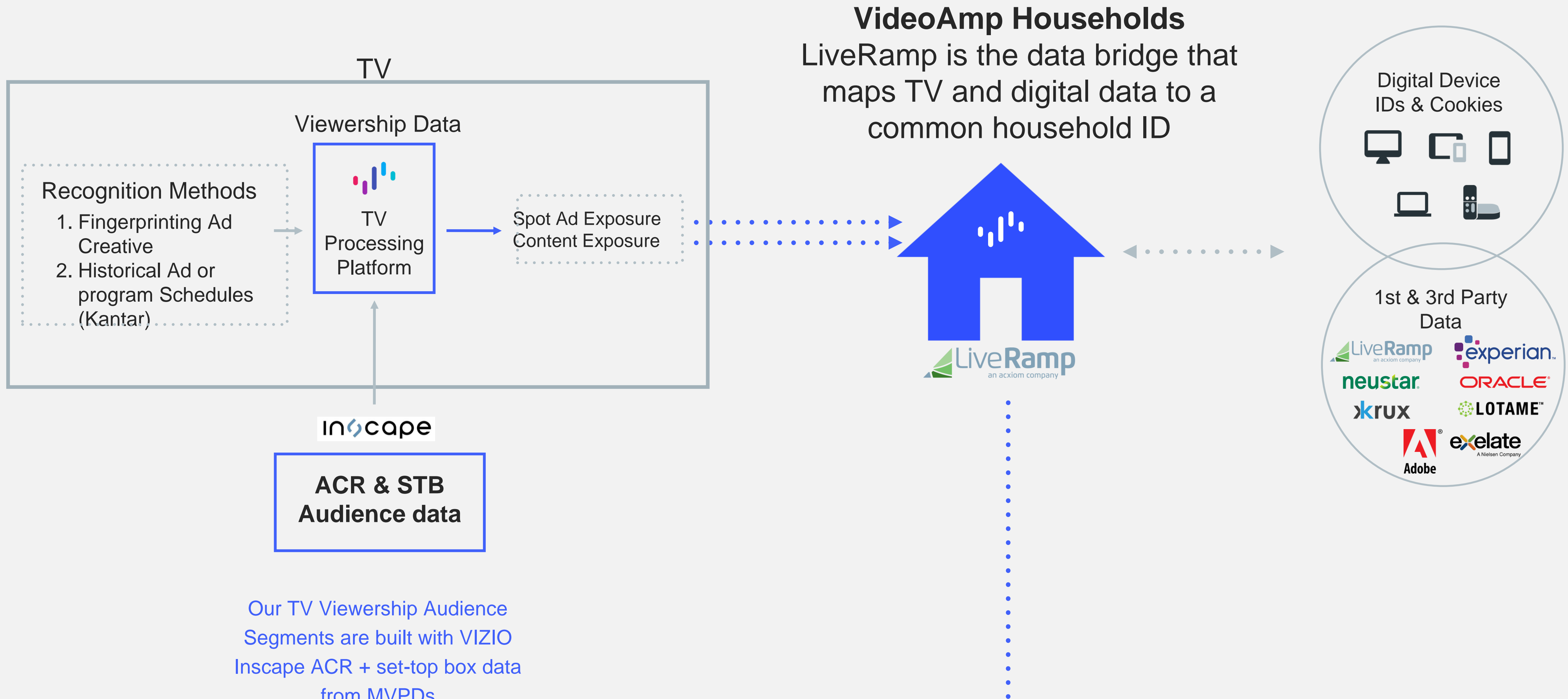
VideoAmp Product

We provide self-service software to marketers, their agencies and media companies that provides the data analysis and automated workflow required to enable these transactions.



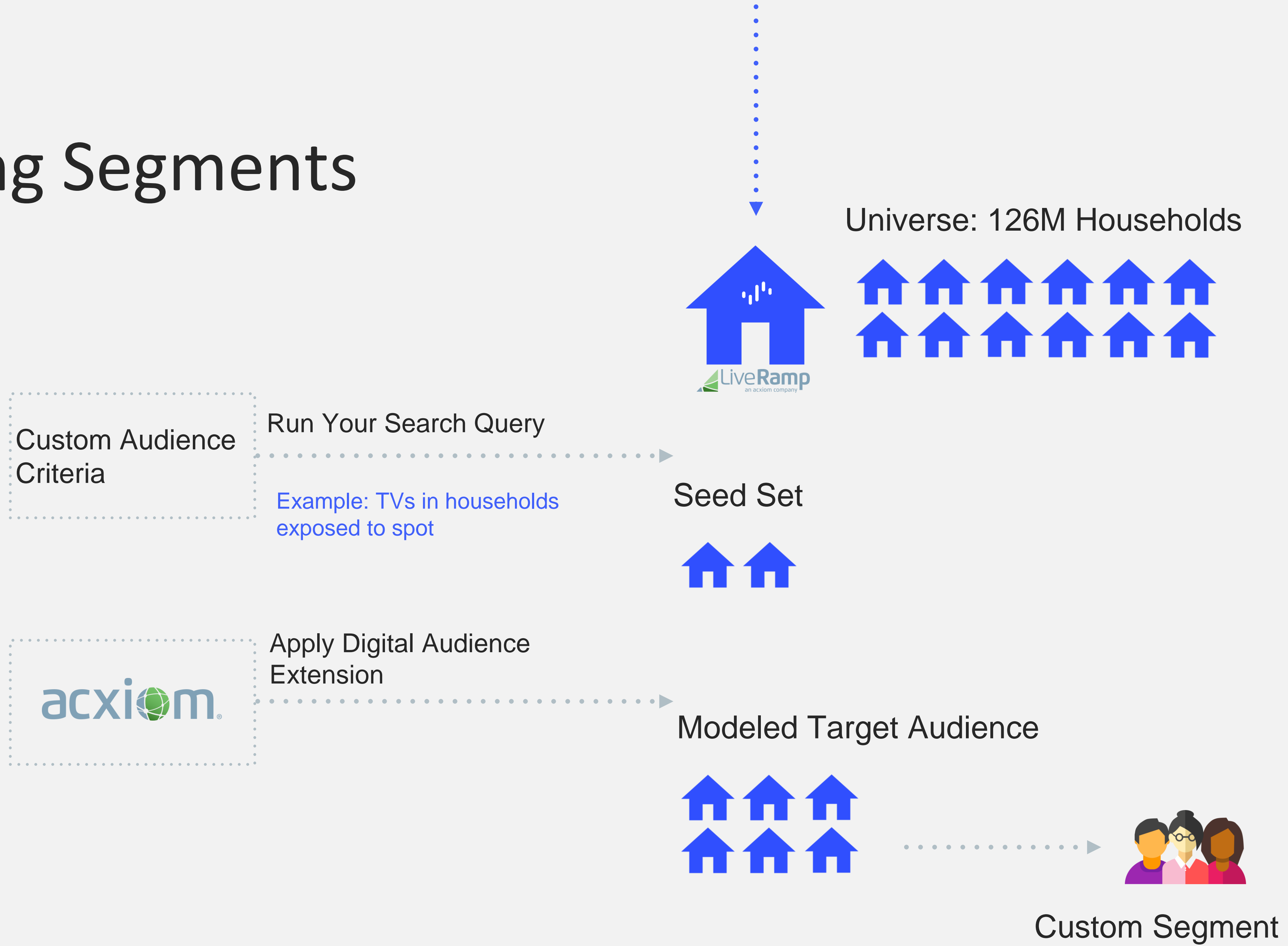
STEP ONE

How it Works: Targeting Use Case



STEP TWO

Creating Segments





DIFFERENTIATION

Why These TV Viewership Audience Segments Work

- Custom: created from data specific to your brand and your ad/content schedule
- Fresh: continually refreshed based on ad or content exposure
- Accurate: low latency ACR data has the highest accuracy for capturing TV viewership
- Connected: LiveRamp's robust methodology maps household-level devices to actual TV viewership



DSPs Authorized for Activation



Adelphic



Please provide the following details:

1. Company name: the company or account name used with Adelphic in their accepted format of no whitespace or special characters, e.g. CompanyName or Account_Name. Please contact your Adelphic account representative for assistance as required.
2. Client name: the name of your customer the audience is generated on behalf of.



Amobee/Turn



Please provide the following details:

1. Market ID: your Turn Market ID typically provided by your Amobee/Turn Account Manager.
2. Amobee/Turn Account Manager email address: the email address of your primary contact.
3. Advertiser ID: the Amobee Advertiser ID provided by your Account Manager.



DBM



Please provide the following details:

1. Whitelist: contact Google rep or DBM support team to have them whitelist googledmp@liveramp.com (Account ID: 750-013-0530). Once confirmed whitelisted, add Account ID.
2. Google Account ID (MCC or CID): obtain the unique customer id and provide without hyphens.
3. ID confirmation: confirm Account ID is an advertiser or publisher.



TTD

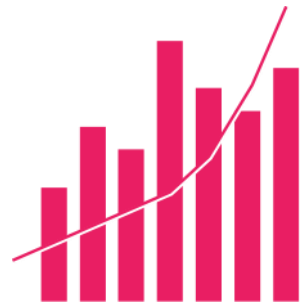


Please provide the following details:

1. Partner ID: the Partner ID where this data will be surfaced on The Trade Desk.
2. TTD Account Manager email address: the email info of your primary contact. Enter "thetradedesk@liveramp.com" if you do not have an assigned Account Manager.



The Reality of the Media & Marketing Industries Today



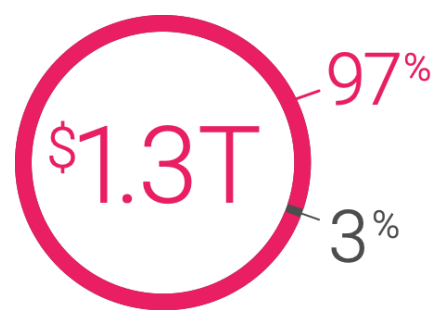
Fortune 500 CEOs and CMOs are up against more market pressure than ever to deliver shareholder value and are demanding accountability and measurability on all of their marketing dollars.

↓ 27%

People are spending more hours every day watching premium video content than ever before, yet traditional TV ratings are in decline and content owners are struggling to properly monetize.



Viewers are watching video across countless devices (mobile, tablet, smart TV, etc.) and current measurement incumbents (e.g. Nielsen, ComScore) do not have the capability to track across screens.



\$1.3 trillion spent on TV in 2017; only 3% was optimized for sales lift