United TV and Digital Measurement: Growing Your Brand’s ROI with Today’s Integrated Reporting

The discussion will begin at 2:00 PM ET. You can listen to the video using computer speakers or headphones. Please submit any questions you have and we’ll do our best to address them during the Q&A session.

**PRESENTER**

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**AMOBEE**
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Presenters

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Among US adults, time spent with CTV increased 34% in 2020; US CTV ad spend is expected to rise by 61% between now and 2024.

Feb 2021, Nov 2020

57% of advertisers see “Lack of standard measurement” as a leading challenge for cross-screen video advertising.

Feb 2020

Addressable TV cuts channel switching by 48% and boosts ad recall by 49%, according to a 5 year study by Sky.

Aug 2019
We’re a full service, integrated agency made up of diverse, collaborative, multi-talented individuals with experience in all areas of marketing communications.
Strengths and weaknesses of reporting by channel

**TV**
- Post-buy analysis
- More challenging to measure impact
- Less granular reporting & targeting
- Less user-level data

**Digital**
- Great measurement
- Tags used to track conversions & attribute to campaigns
- User-level data available
- Real-time optimization
Technical challenges around measurement have resulted in these media plan components being treated as siloed tactics.

- Separate reporting
- Different planning teams
- Different ways of planning & buying
- Different meetings with our clients to review results
The reality is that people do not just watch TV, or just go online. They do both.
We advertise to them across screens but we have historically failed to understand the impact of cross-channel exposure.
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Until now.
As an agency, we have to be the experts. Clients ask us tough questions and we try to find the answers.
Channel overlap analysis gets us one step closer to finding out:

- What happens when users are exposed to TV & Digital?
- What combinations drive the best performance?
- What combinations are wasting dollars?
- How can we plan these channels to work together?
Let’s take a step back.

H&L has done a lot to set up our campaigns for success in terms of measurement, analytics, cross-channel synergy, etc. However, even with all of this technology in place it is still challenging to understand how TV + Digital work together.
Live H&L Dashboard

With this awesome technology stack, H&L has been able to develop live dashboards for our clients, with real-time data across all digital channels.

However, with the addition of cross-channel analysis, we have been able to further level-up our analytics & insights, and better understand how TV fits into the picture.
Reporting mix with varying delivery speed...
Cross channel speed is missing
Measurement across all screens
Measurement data varies by device

- ACR Household-level
  - TV

- Device Person-level
  - Desktop

- Device Person-level
  - Mobile

- Smart TV viewership data Household-level
  - CTV
Cross-device graphs join devices at the person-level and household-level.
ACR panel-respondents join Linear TV to digital identity, enabling modeling to broader audiences and total exposure
CTV digital data joins at the household level
4Screen measurement enables deduplicated reach & frequency at the household-level across TV, CTV, Mobile and Desktop
4Screen reporting in practice
So what did we do with this fancy new cross-channel reporting?

For one client, we found out that **TV+Mobile drove higher action than TV exposure alone**.

What we did in response: **Created digital audiences of TV exposed users and retargeted them on mobile.**

This resulted in: **Spending more $$ on the things that work well**
So what did we do with this fancy new cross-channel reporting?

For another client, we found out that TV+CTV does not drive higher action rates.

What we did in response: Created digital audiences of TV exposed users and excluded them on CTV.

This resulted in: Spending less $$$ on the things that don’t work well
What has surprised us:

Cross channel reporting not only provided new insights & analyses, but also brought our traditional and digital teams closer together.
How does this provide more insight to the traditional planning & buying teams?

Pulling in traditional buying & planning teams into digital reporting

TV-focused channel overlap shows traditional planning teams how digital is supporting their plans
How does this provide more insight to the traditional planning & buying teams?

Providing more details to TV planning teams

Where are we getting frequency?

Where are we getting reach?

What channels are we delivering on?
Where does this reporting fit in?
Is this right for me and my team?

**Key questions** to ask when evaluating your cross-screen measurement needs

The first step in evaluating your measurement needs is getting everyone in the room to answer the following:

- **How are we buying media?**
  - If you are only buying on Social or YouTube, this may not be right for you.

- **Is there a chance for us to improve things?**
  - Would client(s) benefit from holistic reporting across TV and digital channels?

- **Can I develop internal support for this initiative?**
  - Would bridging teams be met with support or resistance? Share whitepapers to instigate holistic measurement conversation.
Want an example report and success stories?

Amobee 4Screen is the first measurement report that allows you to deduplicate reach and frequency across TV, CTV, desktop and mobile.

Get our white label report, from a national CPG brand you’ll see how to:

1. Measure overlap
2. Understand the consumer experience
3. Inform future buying and optimization strategies.

Get two success stories from H&L Partners by visiting amobee.com/success-stories/

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