Overview

To launch their new subscription service, a tune-in advertiser turned to its agency, Allied Global Marketing, and SpotX, the leading video advertising platform, to build an advanced TV buy aimed at driving new subscriptions and measuring audiences across targeted segments.

The targeted CTV campaign leveraged over 145 unique creatives, as well as custom data and ACR segments to reach look-alike audiences derived from specific network programs. The programmatic nature of the campaign enabled the tune-in advertiser to optimize performance and measure reach, frequency, audiences and outcomes in real-time.

Approach

The advanced TV campaign was delivered across SpotX’s deep and diverse CTV video supply and backed by always-on TV analytics from TVSquared’s ADvantage platform, enabling them to actively track and manage campaign reach and frequency, tie TV to direct KPIs such as subscription sign-ups, and understand audience performance and optimization opportunities.

Target audiences were analyzed on a monthly basis, and impressions were shifted to the strongest performing segments.

In parallel, a test-and-learn approach was taken by adding new audience targets into the platform, allowing for a diversified impression allocation across their campaign. The ability to uncover and pivot to new target segments provided an additional opportunity to drive better ROI.

Using the insights generated from ADvantage, Allied Global Marketing was able to help their client continuously optimize its CTV investment to make sure their message got in front of the right audience and delivered the best outcomes.
Through TVSquared’s always-on platform, Allied Global Marketing:

- Made data-informed decisions to drive a better ROI
- Leveraged CTV to run a targeted TV campaign testing look-alike segments
- Understood the impact of their look-alike audiences, including which segments were driving their campaign KPI (i.e. subscriptions)
- Learned that what appears to be the best individual target segment may not hold true when you start measuring against KPIs. Of the 12 original segments, one was drawing 52% of the impression weight. Through always-on performance insights from the platform, the initial target impression weight was reallocated and reduced by 59%
- Determined new look-alike segments to target as part of their TV campaign, optimized their buy and reallocated their investment towards finding new segments across different inventory sources. This led to an increased response of 49% and reduced cost-per-conversion by 35%
- Increased the number of look-alike segments by 50%
- Tapped real-time measurement for transparency and optimization and reduced cost-per-response by 15% from mid-flight reporting to end of campaign