

Quantifying the Value of Brand Suitable Advertising

Annalect Study on OMG & Channel Factory

About the Study

Omnicom-Wide Three Year Study

Annalect, a global data specialty service company part of Omnicom, conducted a three year Media Mix Modelling (MMM) study, a Statistical model used to forecast media's contribution to sales and brand metrics, across Omnicom campaigns in Sweden.



3 Years	34 Advertisers	7 Industries	€173M Ad Spend	90% of sales variations accounted for
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Finding The Answers

Annalect & OMG Sought to Find the Answers to:

- 1 How Much Of My Moving Image Budget Should Be Allocated To OLV?
- 2 Is It Worth Paying A Premium To Access Channel Factory's Tech for Brand Suitability?
- 3 How Does Channel Factory Stack Up To Other Media Buys?

Key Takeaways:

- Online Video (OLV) accounts for **64% share of sales**
- Channel Factory delivers **almost 6x return on ad spend** on YouTube
- CF is the best performing OLV partner outperforming **competition by up to 80%**

1. How Much Of My Moving Image Should Be Allocated to OLV?

What Is The Overall Contribution From Media?

For every Euro invested, marketing clients are getting more than **3x back**.

3.14x 3.61x

Short-Term ROAS

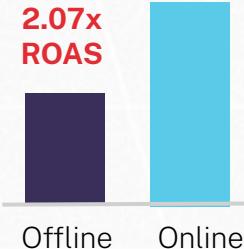
Long-Term ROAS

How Much Of My Sales Are driven by Moving images

64%

Share of sales

3.4x ROAS



Are Online or Offline Channels More Effective?

Online media has **64% higher efficiency** than offline.

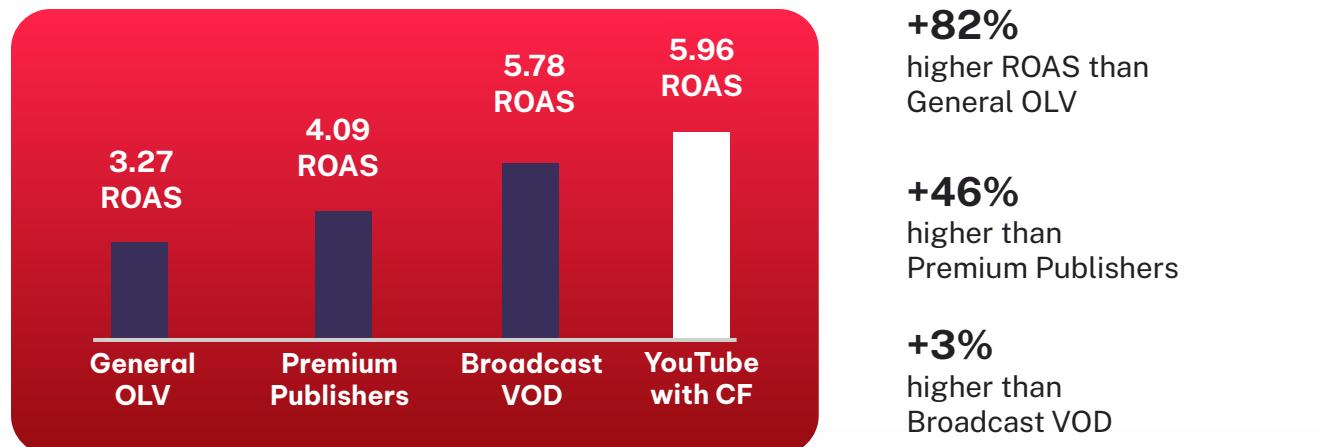
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2. What is the Value of Channel Factory's Tech?

How Does Channel Factory Stack Up To Other OLV Actors?

YouTube optimized by Channel Factory consistently delivers the best performance in the online video space, maximizing return on ad spend while maintaining brand suitability.



3. How Does Channel Factory Stack Up To Other Media Buys?



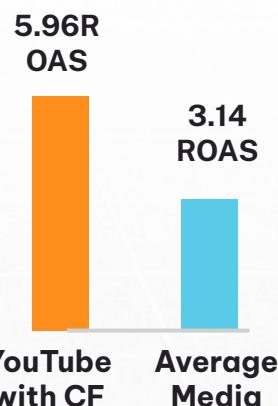
#1

Channel Factory
found to be
Best in Class
OLV actor

Using Channel Factory gives
advertisers almost **double the
value** as the average media buy.

89%

Better than
average



The Channel Factory Opportunity for Advertisers

Social

Channel Factory tech stack puts you in the driver seat being able to access a huge social pie.

4.03
ROAS

ROAS

Online Audio

Channel Factory is delivering untapped digital audio campaign for some of the largest brands.

6.68
ROAS

ROAS

See how you can 6x your ad spend return with Channel Factory.

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