

# 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.



### 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?

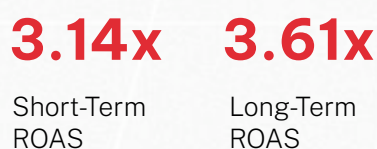
#### Key Takeaways:

- 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**.

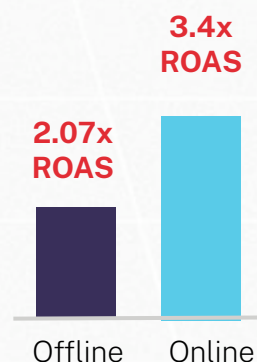


#### How Much Of My Sales Are driven by Moving images

**64%** Share of sales

#### Are Online or Offline Channels More Effective?

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



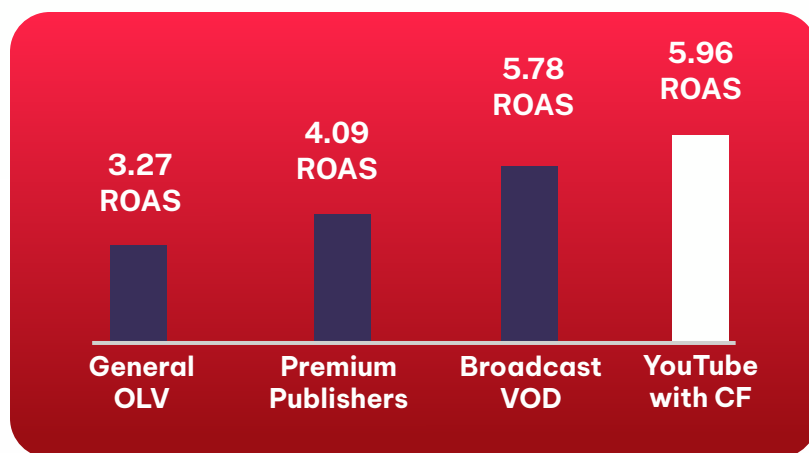
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### 2. What is the Value of Channel Factory's Tech?

#### 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.



**+82%**  
higher ROAS than  
General OLV

**+46%**  
higher than  
Premium Publishers

**+3%**  
higher than  
Broadcast VOD

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



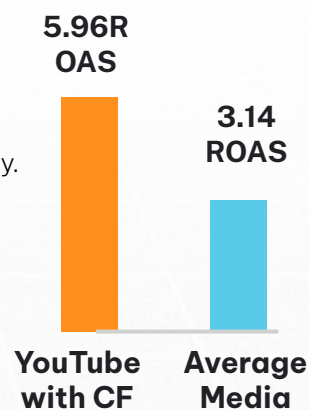
**#1**

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**



##### Online Audio

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

**6.68**  
**ROAS**



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

**GET IN TOUCH**