




THE FUNDAMENTALS OF CONVERGED TV MEASUREMENT



Innovid's one-stop shop for understanding cross-platform measurement in the highly fragmented, but highly valuable converged TV space



What is Converged TV?

When you “watch TV,” do you ever really think about how and where you’re doing it? Whether on NBC, Netflix, or YouTube – as free-wheelin’ viewers, all that matters to us is having access to the content we want, whenever, however, and wherever we want it. The fragmented TV marketplace has turned the advertising industry on its head because TV strategies are no longer about programs and ratings, they are about reaching audiences across platforms.

Converged TV encompasses linear TV, connected TV (CTV), and digital video.

The good news is that there have never been more ways for advertisers to find, reach, and engage with their audiences. But the downside is that making sense of a fragmented market, one filled with different platforms, metrics, devices, and data sources, hasn’t been easy. And legacy TV processes and measurement simply haven’t kept up.

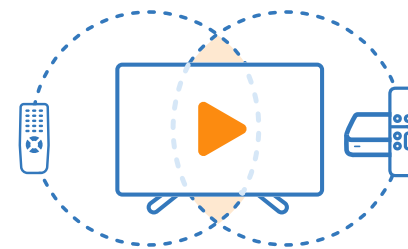
Measurement to “Connect It All”

Luckily, converged TV measurement innovation has exploded in recent years – arming advertisers with a single source of truth to “connect the dots” across linear, CTV, and digital video.

Through a unified, consistent, and cross-platform view of campaigns, converged TV measurement provides actionable reach and performance analytics to inform and optimize the media mix.

These analytics tell you who you reached, where, when, and the actions driven, so that you can accurately quantify the value and impact of your total TV investment.

Benefits of Converged TV Measurement



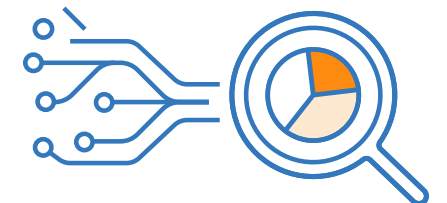
Unified view of TV advertising

One real-time view of reach & performance for linear, CTV, & digital video



Future-proof scale

Seamlessly incorporate new platforms and data sources as the media ecosystem evolves



Consistent, cross-platform counting

Data harmonized and consistently counted to tell the whole story



Full-funnel metrics

Measure online and offline outcomes throughout the purchase funnel and customer journey



Cross-Device insights

Powerful, cross-platform insights spanning devices – mobile, desktop, and TV



Data transparency

Unskewed, independent analytics on the good, bad, and (hopefully not) ugly

What Can Be Measured?

From creatives and inventory to reach and performance, the real question is, what can't be measured? While TV advertisers were once beholden to a limited set of metrics that didn't tell them much (usually viewership-based stats like ratings or GRPs), the explosion of measurement innovation, combined with new datasets for even deeper insights, has changed the game.

Today, advertisers can measure the “metrics that matter” – meaning KPIs that are unique to a business, align to campaign goals, and unequivocally prove the value of converged TV strategies and investments. It's easiest to think about them in two ways:

- **Reach & frequency-based:** These are your “counting” metrics – how many people you reached and at what frequency. They include reach, frequency, and unique reach, a critical metric in a cross-platform world. That's all about finding unique or new audiences: Who did I reach on “CTV vs. linear?” “How did adding streaming platforms to the mix extend reach to net-new households?” “which of those platforms are delivering the most reach?”
- **Outcomes-based:** These are your performance metrics that answer, “what actions did my campaign drive in CTV and linear TV?” They include online activities like sales, app downloads, website visits, and registrations, as well as offline actions like in-store traffic and purchases.

The bottom line? Converged TV measurement gives advertisers the ability to tie the impact of both media/inventory and creatives throughout the customer journey all the way through to ROI.

REACH & FREQUENCY



Reach & frequency



Optimal frequency



Unique reach

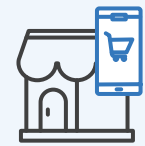


Brand awareness



Audience reach

OUTCOME



Online and offline sales



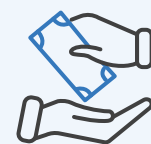
Website visits



App downloads



Registrations/sign ups



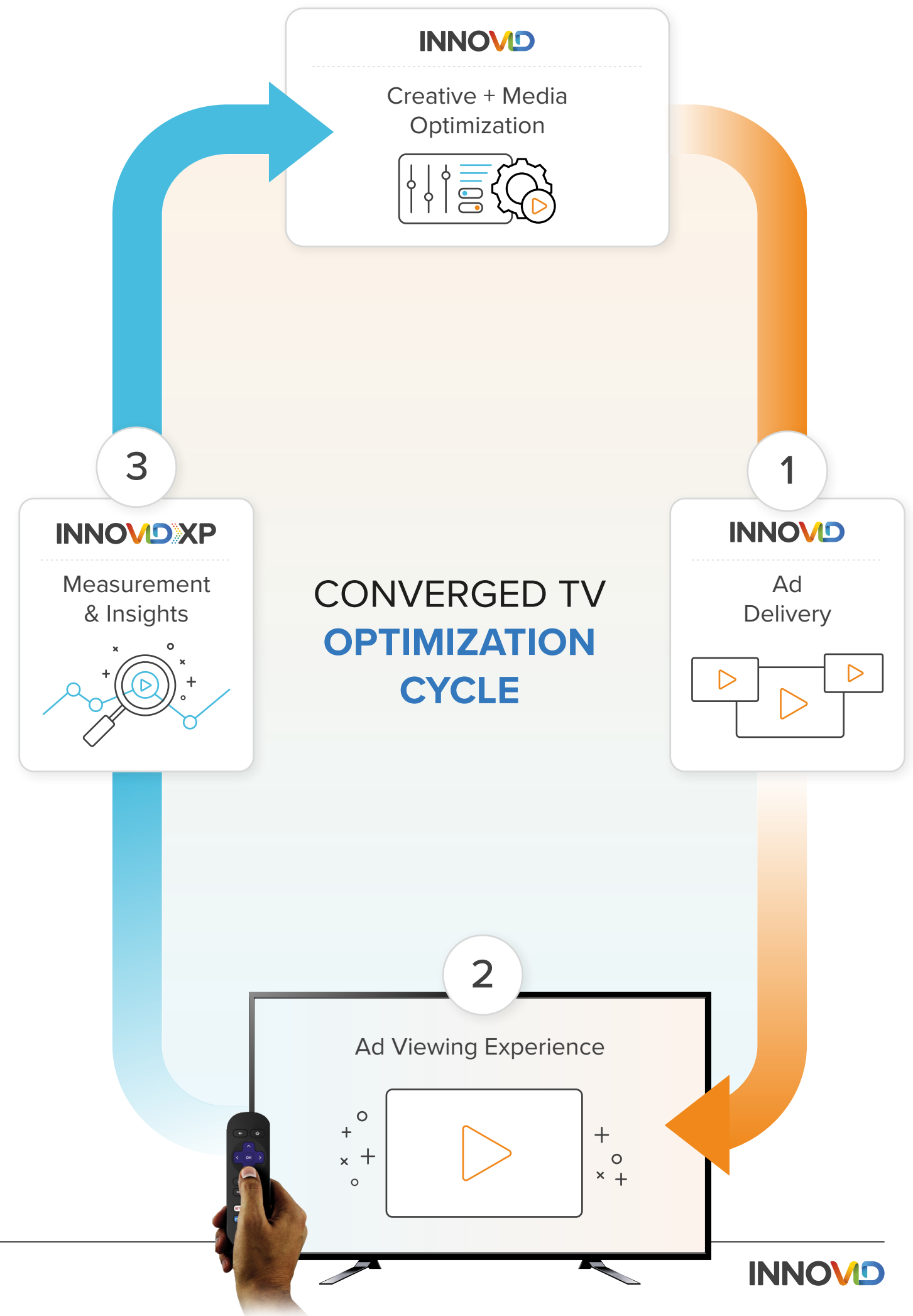
In-store traffic

Actionable Intel

Converged TV measurement gives you an unprecedented view of how your campaign is working. But to make that intel truly valuable, you have to do something with it! These are the most common ways advertisers make insights actionable:

- **Media optimization:** Using measurement insights, many advertisers consider their converged TV mix to be diverse, almost “living/breathing,” entities that reflect today’s always-on world. And that means leveraging analytics to continuously reallocate spend and adjust impressions based on reach and performance insights across inventory and audiences – whether it’s a particular streaming platform, audience segment, or buying inventory on a new linear channel, daypart, or genre. It’s consistent and continuous “fine tuning” to find the right mix across CTV, linear, and digital to meet the KPIs that matter most.
- **Creative optimization:** Converged TV measurement, coupled with creative management technologies like dynamic optimization, sequential messaging, and interactive formats, empowers advertisers to not only understand creative performance, but to also make the in-flight changes to maximize their impact among target audiences.

Overall, it’s about continuously adapting both the converged TV mix and the creatives used to align with market dynamics and strengthen reach and performance.



How It Works

Converged TV measurement solves for fragmentation, breaks down silos, and unlocks invaluable insights on the efficiency and effectiveness of cross-platform campaigns. But how does it all work? Here's a quick overview of how converged TV measurement connects the dots.

Ingesting real-time first- and third-party data sources (from places like smart TVs, set-top boxes, ACR, CTV impressions, location data, even walled gardens), Innovid's platform measures each channel individually before "harmonizing" the data to generate cross-platform insights. Our technology brings consistency to chaos, by combining methodologies across linear and CTV – with impressions as the common count – so that you can understand the reach and business impact of your converged TV campaign, no matter where, when, or how it ran. And it's all underpinned by a privacy-compliant identity infrastructure too.

See what converged TV measurement can do for you!

GET IN TOUCH

