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The Hitchhiker's Guide to

Converged TV Measurement

A Real-World Look at Making Unified
Cross-Platform Measurement a Reality … Today

Measurement Connects It All

With audiences dispersed across time, platforms, and screens, "TV" now encompasses linear, CTV, and digital video. This shift to "converged TV" has had a profound impact not only on viewing habits, but also on every aspect of the advertising industry, as strategies are adapted to account for the holistic, cross-platform experience.

As a result, converged TV measurement innovation has exploded – 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 is providing actionable reach and performance analytics to inform and optimize the media mix.

The following guide provides a deeper look into today's converged TV marketplace, uncovers the needs and challenges of advertisers, and offers real-world examples of brands leveraging InnovidXP to reach and engage with audiences everywhere.

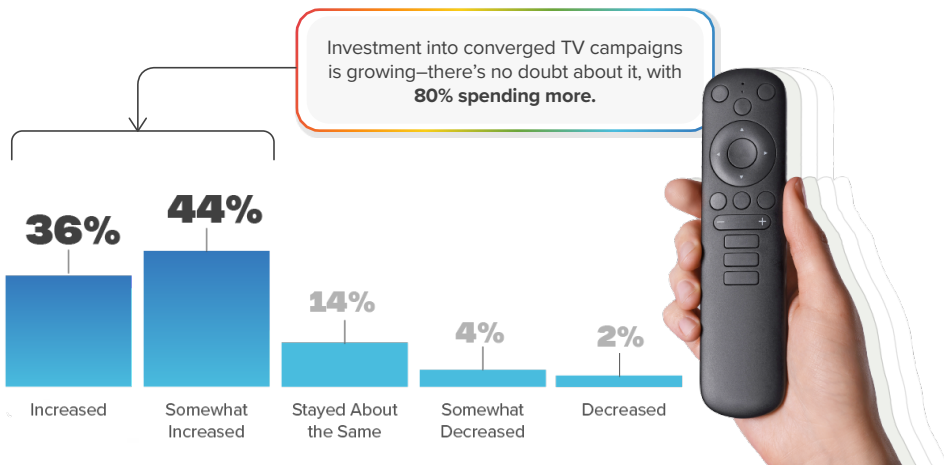INNOVID

The Rise of Converged TV ...

Recent industry surveys have shown that converged TV spend is growing and, as a result, video mixes are diversifying across verticals.

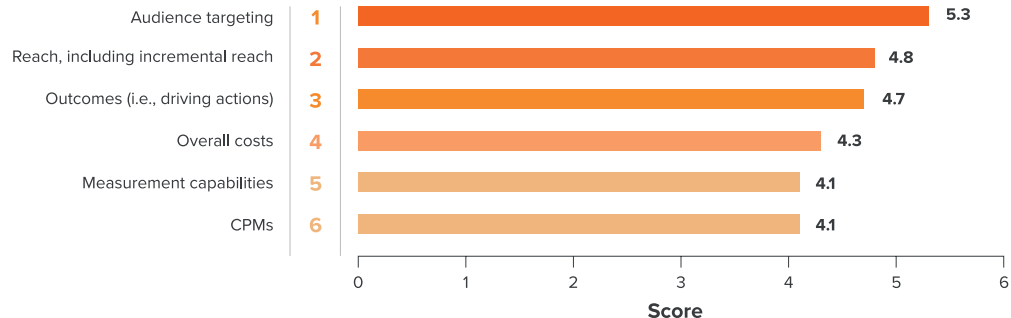**80%** of advertisers are increasing their investments in converged TV

30% devote 40-50% of total ad spend to converged TV

80% buy converged TV from one centralized team

55% say a single currency does not affect how they plan/buy converged TV, or it is just one of many factors

Investment into converged TV campaigns is growing—there's no doubt about it, with **80% spending more.**

36%	44%	14%	4%	2%
Increased	Somewhat Increased	Stayed About the Same	Somewhat Decreased	Decreased

Primary factors influencing converged TV buying decisions

Factor	Rank	Score
Audience targeting	1	5.3
Reach, including incremental reach	2	4.8
Outcomes (i.e., driving actions)	3	4.7
Overall costs	4	4.3
Measurement capabilities	5	4.1
CPMs	6	4.1

Score

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... Leads to the Great Unification

To thrive in the converged TV space, marketers need a unified view of their advertising across all platforms and channels. Likewise, they need a cross-platform measurement solution to serve as a single source of truth for reach and performance.

92% of advertisers state a unified view of converged TV reach and performance is important

66% say consolidated tech is needed to get a unified view
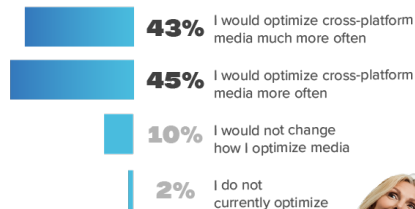
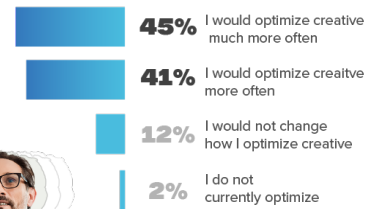**88%** would optimize media more often with a unified view

45% currently measure the same KPIs across linear, CTV, and digital

How would a unified view of converged TV change your optimization strategies?

Media Optimization

- **43%** I would optimize cross-platform media much more often
- **45%** I would optimize cross-platform media more often
- **10%** I would not change how I optimize media
- **2%** I do not currently optimize

Creative Optimization

- **45%** I would optimize creative much more often
- **41%** I would optimize creatve more often
- **12%** I would not change how I optimize creative
- **2%** I do not currently optimize

When asked what they needed to improve the performance of their converged TV campaigns, **66% of respondents said "consolidated tech"** to streamline and automate ad delivery and measurement.

66% Consolidated Technology

63% Unified Measurement

62% Connected Data

60% Better Education

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Converged TV Measurement in Action

Advertisers are actively adopting cross-platform TV measurement to drive smarter investments and unify campaigns across linear, CTV, and digital.

Unified converged TV measurement is not a future state – the technology and data exist to seamlessly "connect the dots." Advertisers of all industries and sizes are leveraging unified solutions to get a holistic view into audience reach and performance across platforms and screens.

Whether you are a CPG or Auto advertiser focused on maximizing brand awareness, or a QSR or Retailer interested in measuring direct impact, the end goal is to drive more efficient and effective TV advertising across the converged marketplace.

What follows are snapshots across verticals that highlight the importance of unified converged TV measurement – from testing new platforms and measuring creatives, to diversifying TV buys that drive outcomes and achieve KPIs.

Snapshots highlight cross-platform measurement across key verticals

QSR	Financial Services	CPG
DTC	Auto	Online Delivery

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Quick Service Restaurant

CTV Reaches the "Unreachables" for QSR Brand

Overview & Approach

As audiences disperse across content, linear is no longer able to reach all TV viewers. In order to extend reach, a national QSR advertiser needed to allocate a share of their TV ad impressions to streaming and selected a prominent AVOD publisher. As part of their converged TV approach, they wanted consistent metrics across linear and CTV to understand the total household reach, audience overlap across channels and the unique reach that they achieved with their TV investment.

Leveraging household-level linear viewership data and ad impressions directly from the AVOD publisher, they were able to quantify the unique reach and determine the value of their investment. Results were refreshed daily, delivering cumulative incremental household reach each day.

Results & Insights

Although streaming only represented 2% of total TV ad impressions for the national QSR campaign, it was able to achieve strong unique reach above its linear buy. The streaming publisher achieved 75% unique reach, proving that there is a significant number of households that are not reachable on linear TV.

The converged TV campaign had minimal audience overlap across channels and demonstrated the oversaturation of linear audiences, where households had a much higher frequency than streaming-with an average frequency of 20 compared to 3. The incremental reach analysis informed future impression allocation for the QSR brand's converged TV strategy, optimizing linear and CTV spending.

75%
of all households reached by the streaming platform were unique, and not reached on linear

2%
of ad impressions were streaming compared to the overall TV buy

5%
of households overlapped across linear and streaming

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Financial Services

Linear & CTV Prove Direct Drivers of App Installs

Overview & Approach

Tying TV advertising to direct outcomes was a primary KPI for a leading financial advertiser. Specifically, the financial services brand was leveraging TV to drive consumers to install their app or visit their website. The financial advertiser started in CTV because of its digital-like measurability, and extended the buy to include linear in an effort to reach audiences that preferred traditional TV.

With a converged TV strategy that spanned seven different publishers and 10+ creatives, the advertiser identified the strongest performing elements of the campaign, adjusting impressions and creative delivery based on real-time insights, which led to significant increases in overall TV response and app installs.

Results & Insights

Providing members with free access to credit monitoring and identity protection tools, this financial advertiser's cross-platform TV campaign drove more than 800,000 responses and nearly 20,000 app installs.

Always-on cross-platform TV analytics from InnovidXP enabled the financial advertiser to access insights across both linear and CTV, determining the optimal frequency across each channel, along with which channel was most effective at driving direct outcomes.

After starting with CTV only, the advertiser expanded to include linear, extending reach by 74% and reducing CPR by 33%.

800K
responses driven by TV

20K
app installs

2.3x
average response increase (weekly)

74%
extended reach across linear households

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CPG Beverages

Measurement Powered by Ad Serving Delivers Complete View of Programmatic CTV Advertising

Overview & Approach

As viewership fragments across streaming services, this CPG advertiser, known for alcoholic beverages, wanted an always-on measurement platform to validate reach and frequency, and inform real-time decisions across programmatic CTV advertising. Leveraging Innovid for both measurement and ad serving, the CPG brand was able to understand the optimal media mix for reach and frequency, and uncover publishers that enabled them to drive incremental reach.

With InnovidXP, the CPG brand had access to always-on intelligence that continuously fueled data-backed optimizations across programmatic CTV inventory throughout the campaign lifecycle, improving overall media efficiency.

Results & Insights

By integrating ad serving with measurement, there were no gaps in capturing ads delivered and audiences reached across platforms, solving for media fragmentation while providing a unique and comprehensive view into the total CTV ad campaign.

Using Innovid as their primary ad server, the advertiser launched its programmatic campaign across over 25 publishers, achieving a complete and consistent count of households reached, including ads delivered to walled gardens.

With second-by-second CTV ad impression data coming from the Innovid ad server, the advertiser was able to validate ad delivery with real-time insights into household reach and frequency. Cross-platform TV measurement analysis also provided visibility into which CTV publishers provided the most effective total and unique reach.

88%
unique household reach

45%
decrease in cost per unique reach

2
average frequency across households

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DTC Fitness Retailer

Cross-Platform Local & National TV Strategy Drives Outcomes & Incrementality on Linear & CTV

Overview & Approach

A well-recognized fitness advertiser launched a unified, cross-platform TV strategy, including local and national linear, and streaming platforms that spanned 10+ publishers. As a result, it needed a single source of truth for converged TV in order to achieve a consistent count and ascribe a consistent value to both linear and CTV. The goal of the converged TV campaign was to drive sales and online registrations, along with achieving incremental reach on streaming platforms.

By leveraging InnovidXP for audience measurement and outcomes, the DTC advertiser achieved a unified view of performance and delivery metrics for all inventory sources, including those purchased on national broadcast and local cable for linear, and across various streaming platforms, such as Roku, Hulu, Tubi and more.

Results & Insights

Always-on, cross-platform TV analytics enabled the fitness brand to make adjustments throughout the course of its campaigns. Insights informed impression allocation, which included redistributing the share of impressions on linear to CTV publishers and shifting budgets to the linear channels that drove the strongest outcomes, including TBS and E! Additionally, campaign optimizations improved overall media efficiency by improving the cost per registration for both CTV and linear platforms.

Cross-platform analysis proved that the response rate for CTV was 4X that of linear, which influenced a greater impression share for CTV in future campaigns. Also, by increasing CTV to 58% of the total TV impressions, the fitness brand was able to achieve 78% incremental reach beyond linear.

116%
increase in registrations driven by TV optimizations

78%
incremental reach beyond linear

38%
average improvement for cost per registration across linear and CTV platforms

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Auto Manufacturer

Auto Brand Maximizes Awareness in CTV-Driven, Cross-Platform Ad Campaign

Overview & Approach

As advertisers continue to invest in TV to drive brand awareness, the expectations for audience measurement across platforms has evolved. A leading multinational automotive advertiser leveraged InnovidXP to measure household reach, frequency and audience overlap across CTV publishers.

With granular, always-on CTV analytics, InnovidXP provided cross-platform reach and frequency analysis to understand the publishers' impact on brand awareness KPIs.

With Innovid's ad server directly powering CTV measurement, the auto brand was able to measure ads served across all publishers, covering 20+ different platforms, including walled gardens.

Results & Insights

InnovidXP's analysis revealed high impression volumes across a diverse mix of CTV publishers. Powered directly by Innovid's ad server, the auto brand measured total and unique reach across CTV publishers to ensure that the brand's creative messaging was reaching prospective households.

With a complete view across the CTV buy, the advertiser was able to manage frequency and understand the optimal frequency to drive brand awareness. Additionally, the cross-platform view into the total campaign enabled them to minimize household overlap and inform future inventory selection to maximize audience reach.

23
CTV publishers

80%
unique reach

3
average campaign frequency

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Online Delivery Service

Converged TV Campaign Extends Audience Reach & Improves ROI

Overview & Approach

With an app that was integrated in more than 5,000 retailers, this online delivery service needed a strategy that would get their message above the noise of their competitors and make it as far-reaching and effective as possible.

To reach the total TV audience, the online delivery brand activated a converged TV campaign to reach audiences in over 100 DMAs through a combination of linear and CTV platforms. Leveraging always-on, cross-platform TV analytics from InnovidXP enabled the brand to continuously track their linear and CTV performance across their national and local TV buys, and act on reach and performance insights to improve efficiencies and drive ROI.

Results & Insights

While CTV only represented 4% of all TV impressions, and 5% of the total reach, the households reached across streaming were 87% unique to linear, opening the doors to nearly 30,000 first-time customer purchases. Together, linear and CTV drove over 1.7M web/app visits.

InnovidXP insights found that the level of app engagement was over 60% higher than direct to web, and the media mix strategy resulted in a remarkably efficient cost per response (CPR). The CPR for CTV came in nearly 25% lower and contributed a 22% increase in responses.

1.7M
web & app visits

30K+
first time customers

87%
CTV unique reach

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The Metrics that Matter

Are you measuring what's important to your brand?

With a unified view of converged TV advertising, you can measure the "metrics that matter" — meaning KPIs that are unique to your brand, align to campaign goals, prove ROI, and demonstrate business impact.

Unified converged TV measurement gives you the ability to tie the impact of both media/inventory and creatives throughout the customer journey — from sales, registrations, app activity, to site visits, cross-platform audience reach, and more.

• **Unlock the networks, publishers, creatives, days, and dayparts delivering the strongest performance**

• **Track media efficiency with metrics like cost per reach and frequency, and reach and frequency tied to outcomes**

• **Drill into reach extension analysis to measure unique and unduplicated audience reach**

Measure the KPIs that matter to you

Automotive
Locate a Dealer
View New/Used Vehicle

CPG
• Audience Reach
• Ad Frequency

Financial / Insurance
Product Page View
Sign-Ups/Registrations

Retail
• Purchase
• Specials & Offers

QSR
Online delivery
App activity

Tourism / Travel
• Search (flights, car, etc.)
• Online Bookings

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The Time is Now!

As you start (or continue) your journey to unlock the power of converged TV, here are some things to remember:

Don't Just Play the Game of Scale

The success of TV advertising is no longer measured by the pure scale of viewership across specific programs. Instead, it is now measured by the audience reach across platforms and by the direct impact TV has on driving outcomes.

Define the metrics that matter beyond pure scale in order to up your game when planning and buying in a converged TV market.

Make Your TV Buy Work Smarter, Not Harder

Driving performance and increasing audience reach does not necessarily mean that you need to increase TV investments, but it does mean that you need to make your investments work smarter in order to deliver better results.

Continuously analyze a combination of measurement and outcomes, including unique reach, audience overlap, and ROI to ensure that your TV spend is both efficient and effective.

Overcome Fragmentation with Measurement + Ad Serving

With an explosive market of emerging platforms and countless content choices for viewers, it is challenging for advertisers to achieve a complete view of the TV ecosystem and to calibrate a consistent understanding of reach and performance.

Connect your linear and streaming measurement directly with an ad server to expand CTV ad coverage, ensure data accuracies and solve for fragmentation, closing the gaps in reach and performance and preventing a siloed view of audiences.

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The Power of InnovidXP

The global measurement platform built for converged TV

The "superpower" behind InnovidXP comes from the massive scale of Innovid's ad-serving footprint and scaled linear data – driven by +1B video impressions processed daily and delivered to +95M households.

The result is unparalleled visibility into audience reach and performance across platforms and publishers, including walled gardens. It means consistent measurement across linear, CTV, and digital for real-time insights on reach and frequency, unique and unduplicated reach, and outcomes that inform media and creative optimizations.

For local, national, and global advertisers, it's always-on, automated, independent intelligence that enriches every aspect of converged TV campaign strategies from a single platform.

See InnovidXP in action!
Achieve a unified view of converged TV advertising and measure audience reach and outcomes everywhere!

Schedule a Demo

Cross-Channel Reach Extension
Determine Your Audience Overlap And Unique Reach Across Linear And OTT Campaigns

	Share Of Impressions	Reach Proportion	Avg Frequency	Unique Reach
OTT	8%	10%	8.4	78%
Linear	87%	87%	10	97%

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