

# Wake The Bear & Simba Sleep Maximize ROAS Using InnovidXP In-Flight Optimizations

Data-driven, always-on measurement and optimization strategy powers new levels of campaign performance

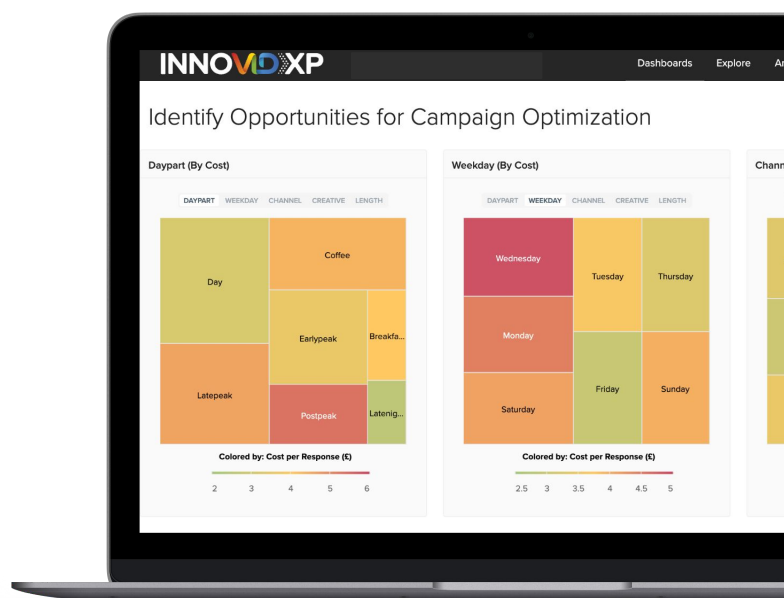
## Goal

Simba Sleep, a UK-based direct-to-consumer mattress company, partnered with Wake The Bear to enhance their TV measurement strategy for their 2023 evergreen campaign. As long-time partners of Innovid, both were eager to adopt the latest InnovidXP enhancements, which would allow for household-level, impression-based measurement and optimization. Their objectives were to improve campaign performance by optimizing it in real-time and to provide independent, data-driven proof of campaign return on ad spend (ROAS).

## Strategy

The year long campaign blended sponsorships, linear TV, and BVOD, targeting a UK audience category of ABC1 Adults 25-54 (a demographic of higher income, professional homeowners).

Weekly in-flight optimizations were made across creative, daypart/day of week, station and linear TV/sponsorship mix based on response rate and online sales, fine-tuning campaign delivery for maximum performance. Using InnovidXP's granular insight, the team uncovered that 10-second linear creatives delivered the same level of response, on average, as the 30-second assets. By optimizing towards the shorter-length creative, they were able to yield the same performance at half the media cost.



Not actual campaign view

## Results

Using InnovidXP throughout the campaign enabled Wake The Bear to continually optimize across different campaign dimensions, such as creative, daypart and station, increasing Simba Sleep's campaign ROAS by 14% YoY.

InnovidXP reporting also provided data-driven proof that this improved campaign performance had increased TV-driven sales for Simba Sleep by more than 14% YoY.

**14%**  
**Increase in ROAS**  
vs prior year campaign

**14% +**  
**Increase in Sales**  
vs prior year campaign

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*“Partnering with Innovid made gaining the necessary insight for understanding and optimizing our TV campaign really easy. By taking advantage of the latest InnovidXP methodology advances we were able to evolve our performance-centered approach, enabling us to make data-driven, in-flight optimizations throughout the campaign and immediately assess their impact.”*

**Patrick Lynch, Head of Performance Marketing | [Simba Sleep](#)**

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## Recommendations

- By waiting until the end of your campaign to review campaign performance you risk missing your goals. Instead, by continually evaluating performance in real-time, advertisers can make in-flight optimizations that make a real difference to boosting campaign outcomes and product sales.
- Keep it simple. Testing out different creative versions and maximizing use of the best performers is the one of the simplest optimization tactics you can use.
- To successfully optimize your TV campaign, it's critical to identify the right KPIs upfront. What actions do you want your campaign to drive? Pick and choose metrics like visits, downloads, or sales accordingly.