

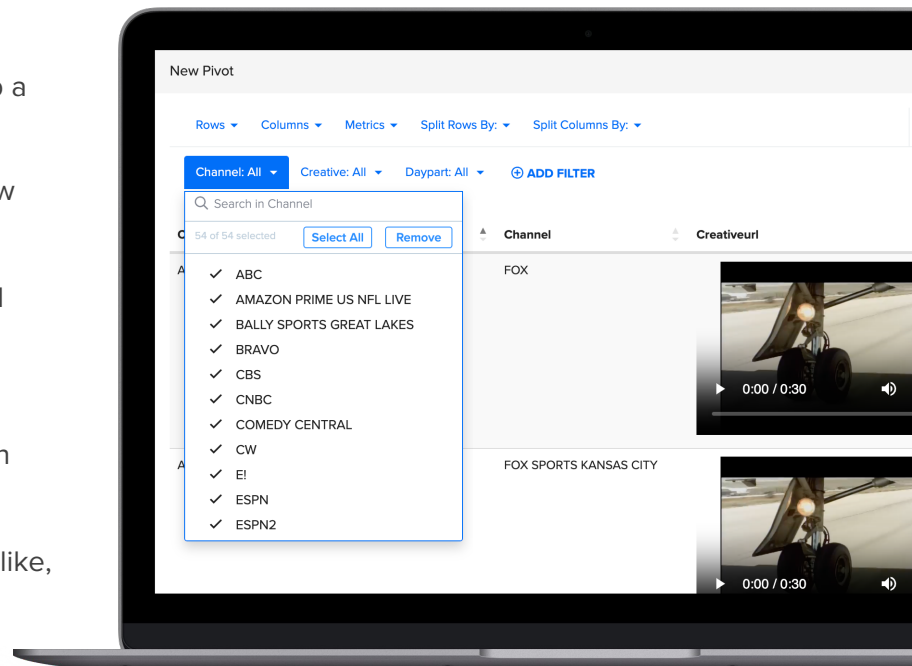
Carat Taps InnovidXP To Elevate United Airlines Conquesting Strategy

Goal

Carat, a global branding and integrated marketing agency, sought data-backed insights to help its brand, United Airlines, stand apart from the competition. Specifically, they wanted to understand where other leading airlines were buying linear TV and what their creative message was to ensure their conquering strategies were on point, and, if possible, over index in spaces where their competition wasn't showing up.

Strategy

Working closely with Carat, Innovid's team set up a customized InnovidXP dashboard featuring competitive intelligence insights. The unique view provided Carat with a share of voice calculation, details on competitive penetration at the channel and program level, what time of day and day of week they were buying, and a high-level linear spend analysis. More profoundly, Carat gained an understanding of United Airlines' competitors' creative spot length, what their creatives looked like, and if they had any creative rotations in play.



**Dashboard for illustrative purposes only*

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Innovid's competitive intelligence solution gave us invaluable insights not only into where our competitors are running but what they are running. This allowed us to optimize our linear TV plans to ensure we're conquering in the right environments and own spaces that were untouched in our category. **Brooke Bowhay, VP, Planning & Activation | Carat**

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