

Compulse Drives Reach Extension And Performance Impact For National Law Firm

InnovidXP data-driven proof of performance gave advertiser the confidence to increase campaign investment, extending their campaign flight and rolling it out across new markets.

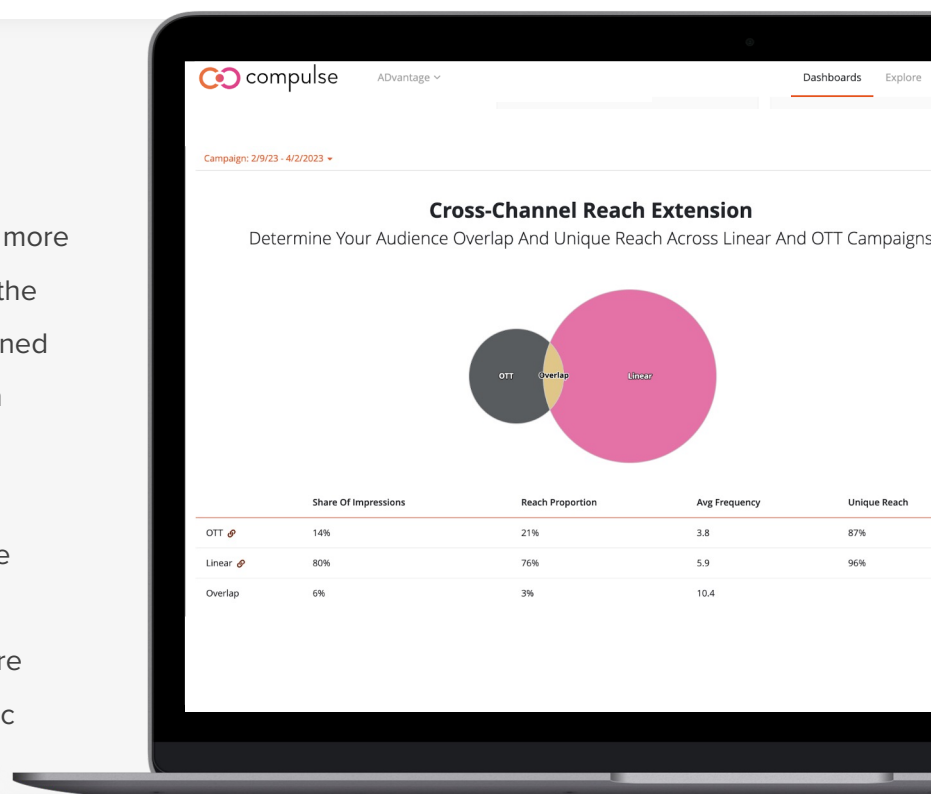
Goal

A prestigious national law firm was looking to run a cross-platform TV campaign with Compulse but wanted data-driven insight into how adding streaming into the mix might extend reach and improve campaign performance. Being a services provider, they were looking for a solution that could help them understand their investments' impact in driving online traffic and, ultimately, new case leads.

Strategy

Compulse has an excellent track record of developing streamlined strategies to execute more profitable TV advertising campaigns. To help the law firm achieve their objective, Compulse turned to Innovid to provide cross-platform campaign measurement and performance insights.

Utilizing the InnovidXP platform, the Compulse team was able to identify the unique reach generated by each TV platform and to measure how each platform contributed to driving traffic and conversions on the advertiser's website.



**Dashboard for illustrative purposes only*

Results

Using InnovidXP, Compulse was able to show that the advertiser's cross-platform campaign generated a 125% lift in response rate and an 88% lift in free case evaluations compared to their previous linear-only campaign.

InnovidXP insights also proved a converged campaign strategy provides reach extension, clearly demonstrating that both linear and streaming platforms were able to reach unique audiences, delivering 96% and 87% unique reach, respectively.

This performance gave the advertiser confidence to increase both their linear and streaming ad spend, extending their campaign flight and adding further markets into the mix.

125% Increase
In Response Rate

88% Increase
In Case Evaluations

87% Unique Reach
Of Streaming Platform

“

Innovid has been a strategic partner of Compulse's for several years, but we knew we could be doing more together. When a leading agency for Personal Injury Attorneys came to us, it seemed like the perfect time to kick our usage of InnovidXP into high gear, using unified cross-platform measurement and attribution to deliver optimal campaign performance across both linear and streaming. The team at Innovid has been wonderfully responsive, answering all of our questions and helping us support our client's goals.

Martin Kristiseter, Managing Director | Compulse 360

”

Recommendations

- All TV is equal in the eyes of your audience, so measure it in the same way, against the same metrics. Invest in solutions that allow you to independently measure the same KPIs, regardless of device, platform or buying methodology.
- Advertisers looking to learn from the success of the advertiser's cross-platform strategy should set clear campaign goals for unique reach, overlap and outcomes.
- Look to evaluate household reach metrics to proactively drive incremental reach at a campaign level, but also track individual unique reach at a platform/publisher level in order to maximize overall performance.