

# Davis Elen Builds On Previous CTV-Focused Strategy Success, Expanding Across Devices With InnovidXP

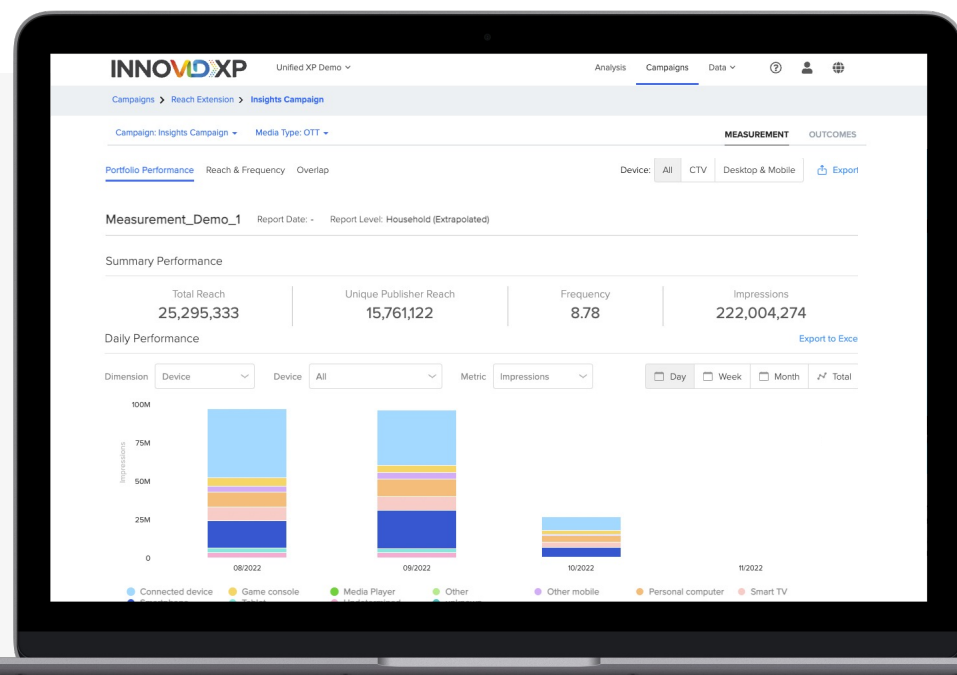
## Goal

Building off their [previous success](#) in connected TV for the likes of the Southern California Toyota Dealers Association (SCTDA) and McDonald's co-ops, Davis Elen Advertising set out to expand their device-first approach to cover more devices more partners and more advertisers. The goal was to understand whether expanding to include video running across television, desktop, and mobile screens would yield incremental reach and frequency-based cost savings.

## Strategy

Working side by side with leading TV partners like LG and Samsung, Davis Elen Advertising expanded their initial approach of purchasing premium owned and operated (O&O) CTV inventory to all streaming video inventory. Upon campaign launch, Innovid delivered ad tags that automatically and independently captured reach, frequency, and overlap results.

Once captured, the results were extrapolated and surfaced within the InnovidXP dashboard in real-time, which empowered the team to make in-flight optimizations across all devices in the household. When directed by Davis Elen Advertising, LG Ads and Samsung Ads made quick work of the optimization guidance, continuing to reduce partner overlap and add efficient, incremental scale to the campaigns.



*\*Dashboard for illustrative purposes only*

## Results

The InnovidXP insights revealed that the device-first approach had legs outside of CTV and across verticals. For their global project management software client, Davis Elen Advertising achieved an average 20% decrease in cost per unique reach across the premium video buy. For SCTDA, Davis Elen Advertising saw a Unique Reach Percentage of 94% across cross-device video partners with a minimal 6% overlap.

**20%**

Decrease in  
Cost Per  
Unique Reach\*

**92%**

Unique Reach  
Across Entire  
Campaign\*

**7X**

Average  
Campaign  
Frequency\*

**2%**

Overlap Across  
LG Ads and  
Samsung Ads\*

*\*Results for global project management software client in H2 2022*

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*We couldn't be more excited that our trailblazing device-first video strategy scaled so successfully across multiple devices in the household. As an independent agency, our goal has always been to spend our clients' working dollars in the most effective and efficient manner. Given the critical importance of the connected TV and digital space, we believe we devised the right approach to lead us into the future, and we are committed to evolving it for years to come with our partners. InnovidXP has proven time and again to be a critical tool for us when it comes to real-time testing and learning, ultimately providing an even better ROI to our customers.*

**John Papadopoulos, SVP, Director of Media Strategy | Davis Elen Advertising**

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## Recommendations

- ✓ Advertisers looking to learn from the success of Davis Elen Advertising's strategy should leverage device-specific approaches, working directly with device operators to set unique reach, overlap, and cost goals.
- ✓ They should also leverage independent third-party measurement solutions to monitor results across device operators and provide unbiased performance analysis.