

InnovidXP Delivers Single Source Of Truth For Converged TV

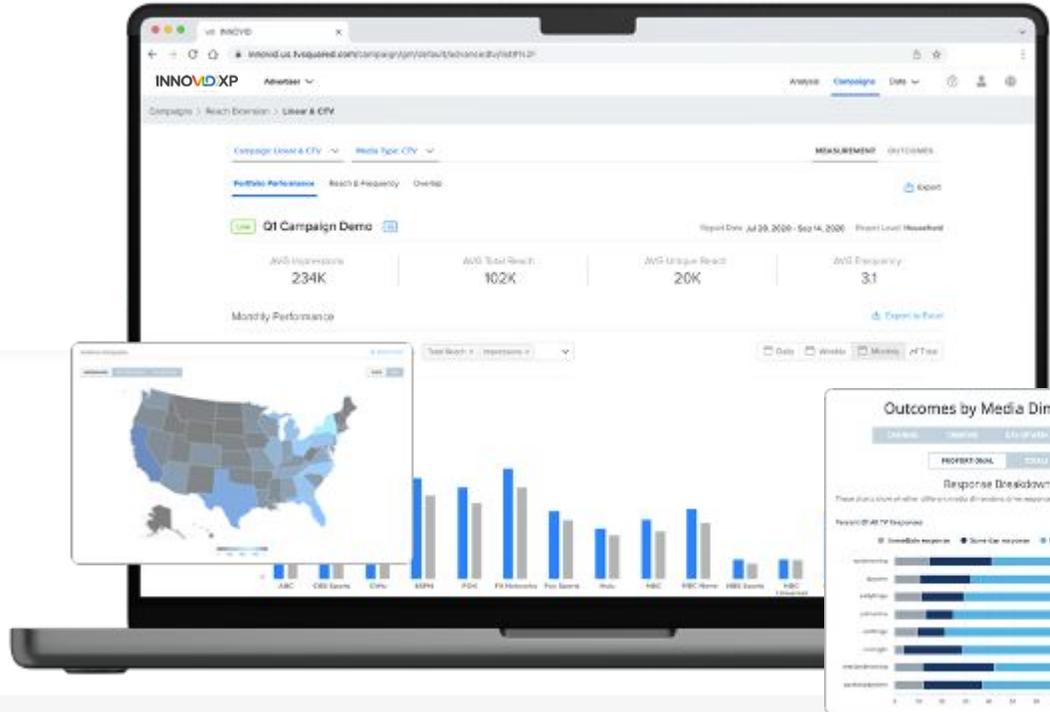
Innovid powers in-flight converged TV optimizations for major fitness brand to drive online registrations.

GOAL

The TV ecosystem has become even more fragmented as advertisers lean into converged TV and spread investments across linear and streaming. As a result, they often face challenges when it comes to achieving converged TV measurement.

A well-recognized fitness advertiser launched a unified, cross-platform TV strategy, including local and national linear and streaming media buys that spanned 10+ publishers/platforms.

As a result, it needed a single source of truth for converged TV measurement and turned to Innovid's measurement platform, Innovid XP, for always-on analytics for reach, frequency and incremental reach of linear and CTV.



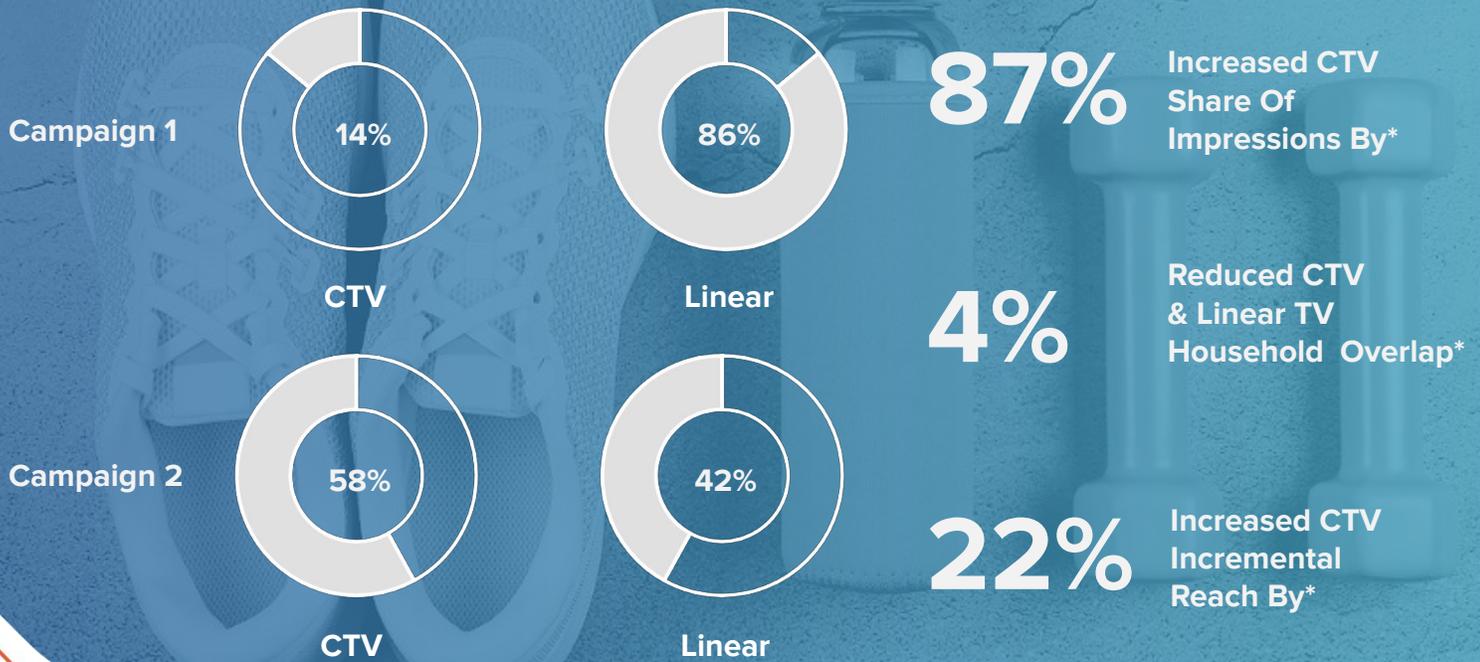
STRATEGY

The fitness advertiser launched a converged TV strategy in 2021, aimed at driving sales and online registrations along with achieving incremental reach through streaming ads. The strategy included two campaigns, with the first airing January-March and the second from May-July.

By leveraging InnovidXP for 1:1 deterministic measurement and outcomes, it 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.

IN-FLIGHT OPTIMIZATIONS

Always-on, cross-channel and cross-platform insights enabled the fitness brand to make adjustments throughout the course of its campaigns and achieve new insights, including:



RESULTS

By leveraging InnovidXP for 1:1 deterministic measurement and outcomes, the fitness advertisers achieved a unified view of cross-channel and cross-platform performance and delivery metrics for all inventory sources, resulting in:

116%

Optimizations Increased TV-Driven Registrations By

37%

Reduced Linear Cost Per Registration By

39%

Reduced CTV Cost-Per-Registration By

93%

Uplift In Engaged Linear TV Households

78%

Incremental Reach Beyond Linear

4X

CTV Response Rate*

ACTIVATE INNOVIDXP

Ready to maximize your converged TV investment? Contact your Innovid representative today to get started measuring your campaigns with InnovidXP!

**In comparison to the second campaign*

Contact solutions@innovid.com to learn more about InnovidXP converged TV measurement