

# Davis Elen Advertising Taps Innovid To Drive Unique Reach Across CTV For Toyota

## GOAL

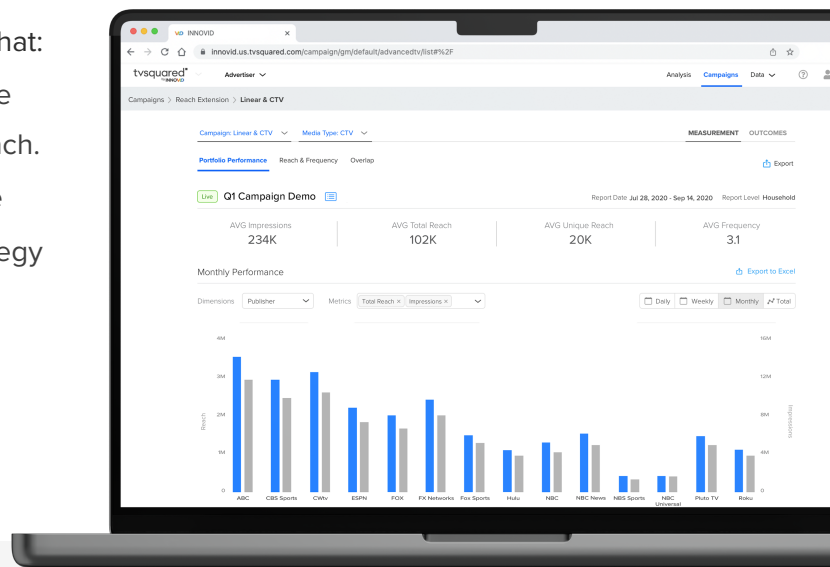
Due to rapidly shifting consumer behavior, emerging technologies, and increased in-housing by brands, it's never been more difficult to be an independent agency. The ability to go the extra mile while measuring the value of their marketing efforts is imperative for results-driven performance agencies such as Davis Elen Advertising. With the goal of maximizing unique household reach and minimizing cost-inefficiencies, Davis Elen Advertising launched CTV campaigns directly with smart TV and device operators while leveraging Innovid to evaluate their buying strategies' effectiveness.

Specifically, Davis Elen Advertising needed a solution that:

- ✓ Measured reach across publishers within CTV device ecosystems to maximize household-level unique reach.
- ✓ Monitored publisher-level overlap within CTV device ecosystems to gauge the effectiveness of their strategy on driving unique reach.
- ✓ Minimized inefficiencies by tracking overlapping households at the publisher-level to inform future inventory selections.

## STRATEGY

To separate themselves from the pack, Davis Elen Advertising revolutionized their buying strategy - working directly with device manufacturers and smart TV developers to maximize household-level unique reach while minimizing cost in-efficiencies for the Southern California Toyota Dealers Association (SCDTA). Davis Elen Advertising utilized Innovid's ad serving capabilities and Innovid measurement suite to evaluate the impact of their strategy.



## RESULTS

Innovid's analysis revealed Davis Elen Advertising's smart TV device strategy was effective in maximizing unique reach (96%), mitigating publisher overlap (4%), while minimizing cost-inefficiencies (-35% CPU) during the initial test of their hypothesis for the Southern California Toyota Dealers Association campaign.

**96%**

Unique  
Reach  
Percentage

**35%**

Decreased  
Average Cost Per  
Unique Reach

**4.3X**

Average  
Campaign  
Frequency

**1.6MM**

CTV  
Households  
Reached

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*Innovid has been our north star when it comes to measuring and optimizing our smart TV strategy. Specifically, their unique reach percentage metric has served as a guiding beacon for numerous clients, allowing us to optimize our strategy's impact on unique reach performance.*

**John Papadopoulos, SVP, Director of Media Strategy | [Davis Elen Advertising](#)**

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## RECOMMENDATIONS

- ✓ Brands and agencies looking to duplicate the results of Davis Elen Advertising's strategy should leverage device specific approaches, working directly with CTV 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.