

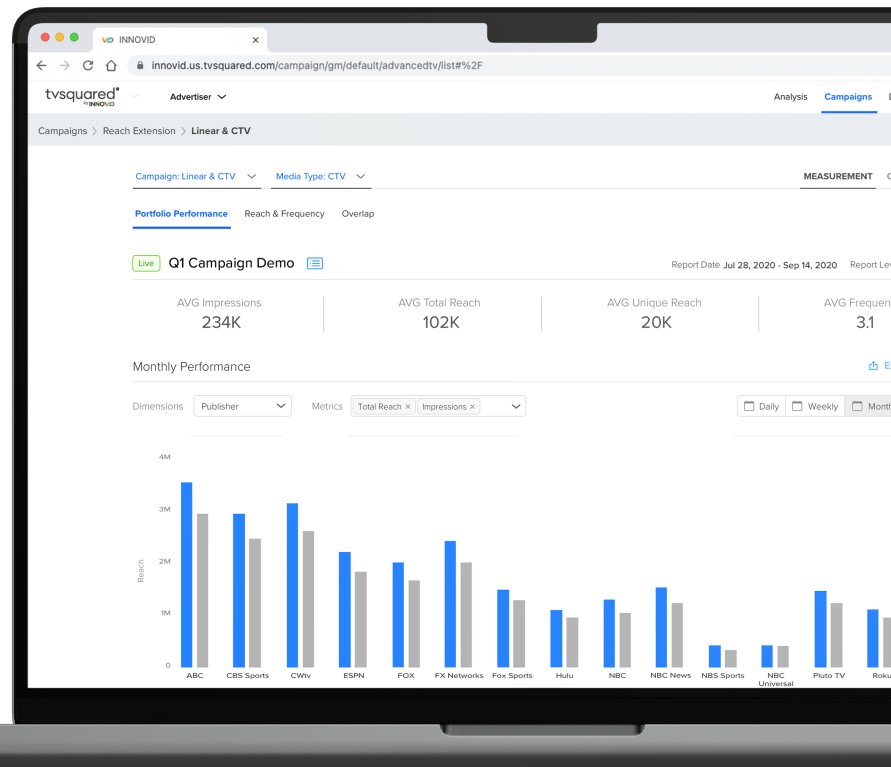
Innovid Measures 80% Unique Reach Percentage Across CTV For General Motors

GOAL

As brands increase their investment in brand awareness CTV campaigns, the ability to measure household reach, frequency, and overlap is imperative to evaluate performance. General Motors, a leading multi-national vehicle manufacturing corporation, needed a measurement solution that went beyond standard CTV reporting and provided granular reach and frequency analysis to understand the channel's impact on their brand awareness KPIs.

Precisely, GM needed a solution that:

- ✓ Measured total and unique reach across CTV publishers to ensure Chevrolet brand's creative messaging was reaching prospective households.
- ✓ Monitored frequency across publishers to understand optimal frequency for Chevrolet brand's awareness messaging.
- ✓ Minimized household overlap across publishers to inform future inventory selection strategies optimized towards maximizing reach.



STRATEGY

General Motors launched three brand awareness campaigns for their Chevrolet brand across twenty-three disparate CTV publishers, utilizing Innovid as their video ad server and measurement provider.

RESULTS

Innovid's analysis revealed high impression volumes (76 MM) combined with diversified publishers (23 publishers) enabled General Motors to maximize unique reach percentage (80%) and unique reach efficiency (22%). In addition, leveraging a diverse set of publishers minimized overall campaign frequency, allowing General Motors to achieve an overall campaign frequency of 3.0X (-.09 benchmark rate).

80%

Unique Reach
Percentage

22%

Unique Reach
Efficiency

3.7X

Average Campaign
Frequency

76MM

CTV Household
Impressions

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Innovid is one of the partners that has the technology that allows you to put certain mechanisms in place to protect you from serving a single ad to one household 10 times in the same viewing session. We plan to leverage these insights to drive optimizations for future CTV campaigns.

David Spencer, Manager Emerging Media and Partnerships | General Motors

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RECOMMENDATIONS

- ✓ Make optimizations across your CTV buy on a weekly cadence, and once the campaign has ended, use the learning to develop strategic benchmarks for future campaigns.
- ✓ Use the independent insights from Innovid to ensure media partners are adhering to pre-negotiated frequency caps in-flight and in-aggregate across the entire campaign.
- ✓ Evaluate household reach metrics to drive incremental reach for your overall campaign or at the individual publisher level. When in-flight, advertisers should track week-over-week unique reach at the publisher level and reallocate budgets toward top-performing publishers.