

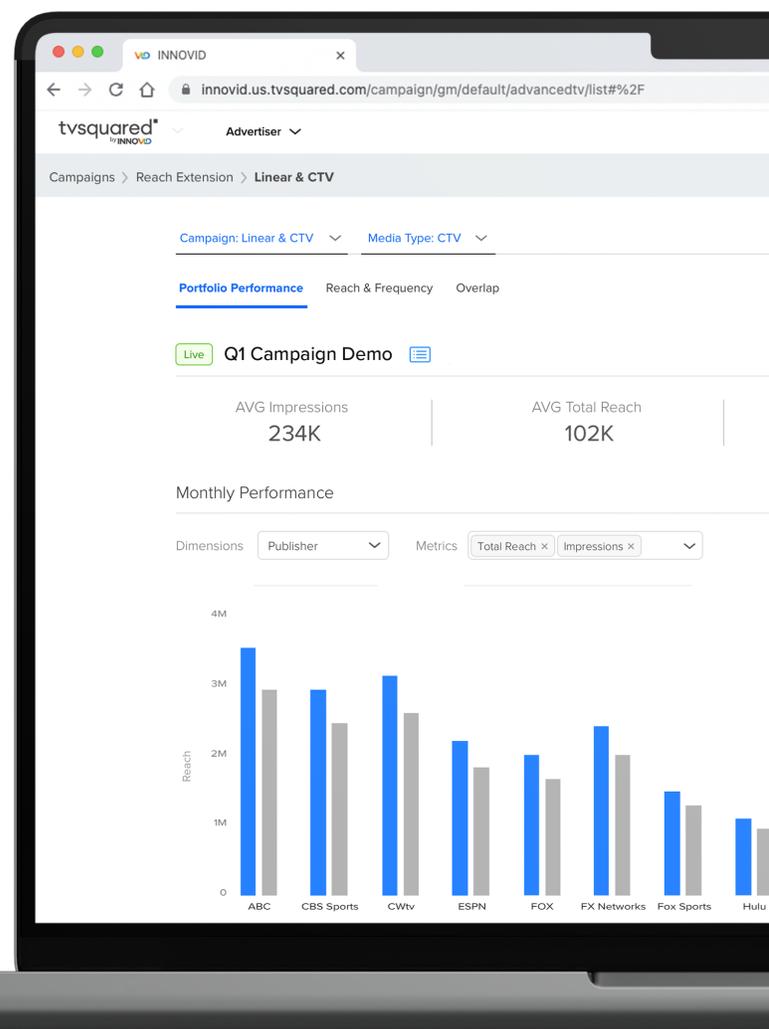
Innovid Measures 87% Unique Reach Percentage Across CTV For Whirlpool

GOAL

As programmatic becomes the preferred purchasing path for CTV, advertisers need solutions that measure household level reach, frequency, and overlap across numerous media partners and players. Whirlpool, a leading home appliances manufacturer, was looking for a measurement solution that provided granular reach, frequency, and cost-efficiency analysis to power data-backed programmatic campaign optimizations.

Precisely, Whirlpool needed a solution that:

- ✓ Measured unique reach across CTV publishers to maximize distinct household exposure.
- ✓ Monitored frequency across publishers, reconciled at the household level, to create benchmark frequency targets.
- ✓ Maximized ROI and efficiency across programmatic buys by analyzing publishers providing low cost per unique reach.



STRATEGY

Whirlpool launched an awareness campaign targeting third-party homeowner audience segments across over fifty curated CTV publishers via custom PMPs, utilizing Innovid as their video ad server and measurement provider.

RESULTS

Innovid's analysis enabled Whirlpool to understand which programmatic publishers provided the most effective unique reach and cost per unique reach, allowing them to optimize their media plan. Innovid's analysis displayed that programmatic buys across multiple publishers (+50) can drive great Unique Reach (87%) while maintaining a low target Average Frequency (3.3X).

87%

Unique Reach
Percentage

26%

Unique Reach
Efficiency

2.5%

Benchmark
Reach Of US
CTV Universe

3.3X

Average Campaign
Frequency

The analysis also displayed that programmatic CTV could drive cost savings while improving ROI; Whirlpool's campaign had a lower overall cost per unique reach, outperforming the ANA study benchmark by 10%.

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Innovid's intuitive dashboard enabled our team to identify cost efficiencies, allowing us to implement future campaign planning optimizations.

Kakone Phommachack, Manager, Media Center of Excellence | Whirlpool

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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.